What Prospective Home Owners Want Today
What makes a piano a master-work the eye seldom sees. But the inside quality shows up in tone, in performance, in enduring service.

With building products, too, it's what's inside that counts. Hidden, inside values you can't judge on appearance alone.

That's why building-wise people insist on Celotex Building and Insulating Products. They know that the raw materials that go into Celotex products are the finest that nature can grow and man can refine.

They know, too, that rigid production controls all along the line guarantee the uniformly high quality of every product bearing the Celotex name.

Timeless laboratory research perfects materials and methods still more... helps to maintain Celotex leadership year after year.

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They make a big difference in performance... in long life and low cost maintenance. A difference that has proved its value on hundreds of thousands of building jobs of every kind.

There aren't enough of these famous Celotex products to go around now—but our plants throughout the country are working day and night to increase production. Everything possible is being done to speed the time when we can supply you with all the Celotex products you need.

Building Board  Celot-Rok Sheathing and Wallboard
Interior Finish Boards  Celot-Rok Anchor Lath and Plaster
Cemesto  Flexcell  Rock Wool Insulation  Triple Sealed Shingles

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BUILDING PRODUCTS

THE CELOTEX CORPORATION  •  CHICAGO 3, ILLINOIS
A CHEERFUL CORNER

...that captures sunshine and sales!

THIS beautiful corner window is made by combining two Fenestra Steel Casement Windows in one wall and three in the other.

With its larger glass areas, it captures more sunlight and a better view of the outdoors. And its swing leaves reach out to capture the breezes and bring them into the room.

These steel swing leaves never swell, warp, stick or splinter. They always open easily, even when freshly painted. Even over a davenport, over a buffet or over a kitchen sink, the touch of a finger opens a Fenestra Steel Casement.

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Standardized window units are economical, are easy to install and may easily be combined to form extra-large windows for extra sales appeal. For further information, write to Detroit Steel Products Company, Dept. AB-9, 2260 East Grand Boulevard, Detroit 11, Michigan.
A fireplace surround of Carrara Structural Glass lends beauty and richness to the living room's main feature. And a lovely mirror above it is an added decorative triumph. Detail shows easy installation method.

MEANS EASIER, MORE PROFITABLE SALES!

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A few simple, decorative uses of glass will add greatly to the charm and appeal of your houses, increasing their desirability in the eyes of prospective buyers or tenants. And such improvements need not be expensive. Their effectiveness is out of all proportion to their cost because every nickel you spend for glass shows up in a way that can be easily seen and readily appreciated. A little extra glass means a lot of extra charm.

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We will gladly send you our free booklet containing many suggestions for the use of glass in homes. Included are details like the one on this page showing exactly how each installation is made. Use the coupon below. There is no obligation.

Pittsburgh Plate Glass Company
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Gentlemen:

Please send me, without obligation, your new booklet on the use of glass in the home.

Name

Address

City

State

"PITTSBURGH" stands for Quality Glass and Paint

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Overhead garage doors are available for both single and double installations.

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Can't Rust Can't Rot Can't Warp

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They can't rust—or rot—or warp. They are light in weight—easy to operate. No painting is required... except for decorative purposes, if desired.

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Production of overhead aluminum garage doors is steadily being increased by garage door manufacturers. If their dealers cannot supply you at once—place your order. More are on the way. ALUMINUM COMPANY OF AMERICA, 1914 Gulf Building, Pittsburgh 19, Pennsylvania.

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AMERICAN BUILDER HAS THE LARGEST CIRCULATION OF ANY TRADE JOURNAL IN ANY FIELD
Right now, your job as a practical builder bears an important new responsibility. With costs of new homes limited, it's up to you to keep a "skimpy" electrical system from limiting their livability and future value. At the same time, you'll be protecting your own income and future reputation.

Today, a small, unpretentious house requires more thorough electrical planning than any house of the same type ever required before. It will be bought and occupied by people who are counting on electrical conveniences to make up what they lack in space and elaborate architecture. They'll want plenty of outlets, wired to handle everything from toasters to television. They'll want lighting to make small rooms look spacious.

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To aid you, G.E. has prepared hard-hitting booklets for homebuilders. You can use them to stave off electrical "skimping"... to sell the combination of better wiring materials and a better wiring job. Just write for Adequate Wiring Help in Section AW11-980, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.
THE TOOL OF 100 USES
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Special prefabrication set-ups with one or more Radial Saws mounted on conveyor tables, save handling costs and reduce cutting costs by one half or more. The 20-page Walker-Turner bulletin "How to get the most out of your radial saw" will be sent on request.

FOR PATTERN AND MAINTENANCE SHOPS: The combination of the three Walker-Turner machines shown on this page will meet every situation. Because of the low first cost and greatly increased speed and flexibility, owners invariably say that these machines pay for themselves in a few months.

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slightly higher west of the Rockies and in Canada
how to produce
more housing,
faster...

That's America's great challenge today...

You American builders will meet that challenge, we predict, with the same resourcefulness with which America has always met demands upon its productive ingenuity.

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...AND, more and more faster-setting Construction Glues by Laucks, pioneers in making practical many of these modern methods and materials.

Laucks Construction Glues have already been proved in hundreds of thousands of construction jobs — in assembly work, laminating of arches and beams, and especially in laminating of modern boilproof, fungus-proof plywood. Laucks glue chemists and glue engineers have the "know-how" to utilize glues for faster construction and have developed a series of modern glues to meet every construction requirement. Get the details today from "America's Glue Headquarters"...

Glue gun as illustrated
developed by I. F. Laucks, Inc.,
for use in prefabrication.
Wyatt Plan's Failure an Opportunity

"EXPEDITOR" Wyatt's "veterans' emergency housing program" was doomed to failure from its inception. Every such grandiose plan which is adopted and used for political purposes ostensibly to solve a huge economic problem is foredoomed. Only persons who were completely ignorant of conditions in the building industry could ever have believed it would succeed. But men like Mr. Wyatt, when given government positions of importance, sometimes render unintentionally great services to private enterprise. During World War I government operation of railroads was adopted, and W. G. McAdoo became director-general of railroads with a grandiose plan. He knew as little about railroad conditions then as Wyatt knew about housing and building conditions twenty-eight years later. Consequently, he made a failure as "expeditor" of the railways—excepting in expediting their expenses and deficits. But McAdoo's failure would not alone have destroyed the movement for government ownership and operation of railroads. Government operation had opponents who persistently broadcasted its failure and the reasons for it, both while the failure was being made and later. And the private managements, after the railroads were returned to them, adopted a program of expansion, improvements and public relations which eliminated "car shortages," reduced costs and rates, and won a public favor that private enterprise in railroading had never before enjoyed. The contrast between government operation and private operation afforded opportunity for the advocates of private operation to kill almost all the sentiment for government ownership.

The failure the public housers are making and will continue to make is affording and will continue to afford the private home-building industry a similar opportunity. But opportunity is valueless to those who will not do what is necessary to take advantage of it.

The government bureaucrats who have been lavishly spending the taxpayers' money in lobbying for public housing have been making a loud and indignant outcry against the "real estate lobby" which has been spending a much smaller amount of its own money in opposing nation-wide socialization of housing and home-building. The "real estate lobby" has rendered a patriotic service the effectiveness of which is perhaps best illustrated by the apparent death of the Wagner-Ellender-Taft bill. But, whether the W-E-T bill is dead or not, the movement for such legislation will be revived in the next Congress, and will sooner or later be successful unless it is fought in every state and congressional district from now and until the election next fall, and is later fought in Washington after Congress convenes.

Meantime, the private home-building industry—every branch of it, and in every community—must in self-defense do everything it can to increase the building of good homes at reasonable cost. Defenders of private enterprise must justify their faith by works. They must fight every government or labor union policy that hinders efficiency or economy in building. But they must themselves do the most, the best and the most economical building they can under whatever unfavorable conditions and policies they cannot change.

Opposition to public housing will do good in the long run only if the private building industry does the most efficient and economical job it can of housing America.
Strength . . . Safety . . . Fire Protection . . . These are the features you want most in stairways, whether for commercial or residential buildings. These are the features you get when you specify "metal" stairs.

And, like all other forms of architectural metal work, metal stairs can be fabricated to conform to any design or style of building.

As you plan new buildings, include not only metal stairs but also make full use of architectural metals for entrances, doors, hand rails, grilles, store fronts, and hundreds of other items where you want lasting service, durability and distinctive design.

Architectural metals are available in many different materials, both ferrous and non-ferrous. They offer you the choice of many varied qualities, colors and characteristics. Use them to add a new touch to an old building—to glamorize the interior of modern, new structures.

The manufacturers and fabricators of Architectural Metals will be glad to help you with your design and detailing problems. Consult them now. A new, 32-page Handbook on Metal Stairs & Railings is available to architects through members of the Association. For a Directory of Leading Metal Fabricators and the name of nearest member, write to Dept. AB-9.

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**Vet speaks his mind**

**To the Editor:** At the same time as I am writing you this letter, I am sending copies to various other public representatives, newspapers, magazines, and bureaucrats.

Since returning home from almost five years in the armed services my brother and I have endeavored, as contractor and architect respectively, to do our best by our fellow veterans as well as help alleviate the housing shortage. But not since my army career or my stay in Germany have I seen so much red tape and obstructionism by government officials, their agencies, and their thousands of parasites.

It seems deliberate government policy to create this situation of chaos so as not to discredit the entire building industry. I make this statement here and now: I have spent too many years of my life fighting against just such control and chaos to stand by idly. The Civilian Production Administration is as great an enemy to this country as Hitler ever pretended to be. We have almost done as Hitler predicted, adopted the servitude to the omnipotent state. Our every breath is almost decreed by some government agency or other.

These complaints are not made on the spur of the moment for I have spent months trying to cut through the red tape of various government agencies. I have filled in myriads of forms, spent hundreds of dollars on blueprints and specifications for filing in some wastebasket of some agency or other.

It's time the American people or their honest representatives endeavor to right this un-American situation. While the veteran deserves a good deal of consideration, he is, nevertheless, no more an American than the thousands of people who worked in the factories, mills and on the farms, for they have as much right to a home as he. They saved their money and their dreams, they planned, through sweat and toil, to build a share in America.

The government seems intent on creating a class conscious society. The veterans are set aside as distinct from the rest of the people while, in fact, they are but one-thirteenth of the total population of our country.

I am writing this with the intention of correcting this deplorable situation of subservience to the State, and to exercise one of my prerogatives as a citizen in a democracy. I suggest that something be done immediately about the arrogant attitude and dictatorial policies which prevail in such offices as that of the Civilian Production Administration in St. Louis, Mo. This type is better suited to a system such as Hitler's.

To close, I feel I have done my part in bringing to your attention this confused state of affairs in regard to the building industry. America and its productive capacity are equal to the task: given the freedom of opportunity, the people are willing and the country is bountiful.—JOHN W. EDELMAN, Jr., Edelman Contracting Co., Flat River, Mo.

**Smoke screen for vets**

**To the Editor:** Your page "On & Off the Wall" in the May issue is a good one and presents the so-called Wyatt program in its true light. But I'm inclined to believe that Samuel Dunn overlooked something in his editorial. Undoubtedly the Socialist tendencies in the New Deal made a favorable situation, but I think, from what I can see out here, that the real instigators of the program are the contractors who experienced the fat possibilities of non-competitive contracts and government-supplied materials during the war so promoted a situation under which they could continue with subsidies. Of course the "For the Vets" cry is just smoke screen and, believe me, a lot of the Vets know it.—OMER MOORE, Tualatin, Ore.

**Building trades wages**

**To the Editor:** At the request of Mr. Wyatt I am acknowledging your letter of July 29, which comments upon certain agreements that have been made with plasterers in Los Angeles County that were reported to have been made during the prior week. You calculate that wage rates with the suggested working hours would give the plasterers a weekly pay of $132.

Wage stabilization in the construction industry has been the responsibility of the Wage Adjustment Board for the Building and Construction Industry, with the Wage Stabilization Board being responsible for compliance. Wages under the Board's jurisdiction were stabilized at the 1942 level, with adjustments permissible only when authorized by the Board. Applications to the Board have usually been jointly submitted by employees and employers, notices of pending cases are sent to interested parties for expressions of opinion, analyses of cases made by Labor Department analysts, and appeal from Wage Adjustment Board decisions is possible to the National Wage Stabilization Board.

As you know, the Wage Adjustment Board was inoperative during the period of July 1 to 25 when the Economic Stabilization Act of 1942 was not in existence. During this period a number of wage agreements were reached which may not have been in line with wage stabilization regulations, and consequently these wage rates must be rolled back to the June 30 level unless authorization for their continuance can be obtained from the Wage Adjustment Board by August 10.

The record shows that the Wage Adjustment Board has succeeded in stabilizing wages in the construction industry far better than they have been stabilized in other segments of the economy. The National Housing Agency has supported the Wage Adjustment Board in its exercise of authority, and we definitely look to it to serve as a restraining influence on those who would upset a stabilized labor market in the construction field.

The cooperation of the American Federation of Labor, the building contractors, and the public members of the Board has enabled it to function with good advantage in the past, and I am sure it will be an important asset to the Veterans' Housing Program in the future.—E. R. LERNER, Director, Labor Branch, National Housing Agency.

**A vital need**

**To the Editor:** Having assumed recent duties of executive secretary of this local unit, and virtually coming from the ranks, I hasten to surround myself with important sources of information.

I am told at our National Office in Washington, D. C., that your magazine is of vital importance, so please enter our subscription and bill us accordingly.—C. G. YAGEL, Home Builders Association of Richmond, Richmond, Va.

**Tops in building field**

**To the Editor:** This is just a belated thank you for your wonderful article on our property on Prospect Avenue in Park Ridge, Ill.

May I take this opportunity of saying that we are all avid readers of your publication and think it is "tops" in the building field, as the articles contained in it are always forthright and right down to earth in their presentation. This means that for the average builder the publication is something that he can pick up, read an article and get all the good points in a short time. Lengthy discussions are something that the busy builder finds time to read and appreciate only on rare occasions. So again, thank you.—WM. C. MCLENNAN, Pres., W. C. McLennan & Co., Chicago, Ill.
THE TRUSCON DONOVAN WINDOW

a powerhouse of opportunities for powerhouse design...

No other steel window offers the building contractor such a wide range of features for distinctive design and functional efficiency in the planning of powerhouses and similar structures requiring large window openings mechanically controlled. The Truscon Donovan Window delivers these advantages on such jobs:

1. All operator control mechanism is completely concealed in the window unit, resulting in the elimination of unsightly control arms and shafts.

2. Extra size and weight of Donovan hot-rolled sash sections permit construction of units in sizes exceeding anything possible with conventional types of windows.

3. All operating mechanism is readily accessible for inspection and repair, insuring uninterrupted window function and reducing maintenance cost to a minimum.

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Over 25 years experience in the manufacture and sale of this exclusive Truscon window assures you and your client of excellent service, both from the standpoint of initial value and lasting efficient operation. Write for detailed information on Truscon Donovan Steel Windows.

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Douglas Fir Doors
Are Being Produced in Quantity
for the Reconversion Housing Program

Today, most Douglas fir doors are being channelled to meet the needs of the Reconversion Housing Program. This, combined with the shortage of shop lumber from which stock doors are made, makes the supply situation for general needs very critical. However, even though current demand for housing and inventories is momentarily overwhelming, productive capacity is ample to produce more doors almost immediately if the quantity of raw materials available to the factories is increased in the period ahead. But when fir doors are readily available again you can be assured that every door will be produced to high quality standards by modern precision methods.

PRE-FIT
Douglas fir doors will be available pre-fit to exact book size... ready to hang without on-the-job sawing and fitting.

PRE-SEALED
Douglas fir doors will be available pre-sealed... a feature which improves dimensional stability, reduces moisture absorption, and eliminates the need for one prime coat.

FACTRI-FIT
Douglas fir doors will be available completely machined on order—pre-fit, gained for hinges and mortised or bored for locks. Doors will be grade-marked, of course—for ease in specification and ordering. Scuff-strips will protect the precision-cut corners during handling and shipping. They will be better doors in every way!

*Study the Pre-fit and Factri-fit features of Douglas fir doors. They provide the biggest advance in stock door values in a decade; save time and labor in installation, improve appearance of doors in use.

Every door will be sturdy, attractive, durable—made according to rigid requirements of Commercial Standard 73-45 governing manufacture of fir doors.

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS
Stran-Steel's fast, efficient erection method appeals to both architects and builders. Studs, joists and channel plates are laid out on the ground and joined with self-threading screws to form a section of convenient handling size; then the whole is raised and secured in place. Other building materials are later attached directly to the frame with hammer and nails. No special tools or equipment is required.

Stran-Steel provides a fire-safe, rigid, long-lasting frame that assures low maintenance costs. It is a material of precision and uniform quality, free from such variations as are caused by growth, seasoning or "greenness." The patented nailing groove grips nails more securely than wood does.

Get the full story of this economical, fast-erecting framing system. See Sweet's File, Architectural, Sweet's File for Builders, or the January issue of Building Supply News.

GREAT LAKES STEEL CORPORATION
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There's a degree of Electrical Living for every home

...and this is the minimum for

When planning and building homes for families with modest incomes, you will find this “Thrift Degree” a helpful guide. It was developed by Westinghouse to include the very minimum of equipment for Electrical Living...electric range, refrigerator, ironer, washer, water heater and ventilating fan.

The equipment and lighting in the “Thrift Degree” is supported by an engineered wiring system to insure proper operation.

Even though all this equipment is not bought when the house is built or modernized, a wiring system of sufficient capacity to meet these minimum Electrical Living needs should be installed at the time of construction or modernization.

For technical information on Better Wiring Systems for popular priced homes, ask for free booklet described below. Also available at $1.00 per copy is the Home Wiring Handbook, now in its 4th printing.

For more details about “Thrift” and other degrees of Electrical Living, and Better Wiring, send for booklet “Four Degrees of Home Electrification”. Westinghouse Electric Corporation, Better Homes Department, Box 868, Pittsburgh 30, Pennsylvania.
MODERN HOMES

These Bryant wiring devices will help insure a quality wiring job...

GENERAL-PURPOSE SWITCHES
A complete line of Standard Type, Mercury Line and Interchangeable Line switches for single-pole, double-pole, three-way and four-way installations. These Bryant switches carry a "T" rating and are listed as standard by Underwriters' Laboratories, Inc. They have plaster ears to assure perfect alignment with wall surface when installed.

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The right way to hang a clock. Recessed to provide space for surplus cord. Clock conceals hanger. No. 2992 (Brown) and No. 2992-1 (Ivory).

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For modern radio installations. Two outlets...one for connection to power circuit, and other to aerial and ground wires. Brown (No. 27146) or Ivory (No. 22146-I).

SWITCH WITH OIL BURNER COVER
Where oil burner control near head of basement stairs is required, this single-pole, flush handle switch is ideal. Red covers are inscribed—"Oil Burner—Emergency Switch".

DOOR SWITCH
A "must" in modern homes. Automatically turns on closet light when door is opened. Furnished with box and plate for mounting in door jamb. Has adjustable plunger (Nos. 2968 and 2969).

NIGHT LIGHT
A modern nighttime convenience...lights the way to bedroom or bath. One switch controls night light; other controls hall or room lights.

RANGE OUTLET
This three-wire outlet provides a convenient way to connect electric range. Brush brass plate (No. 3846). Three-wire range cord set also available.

DUPLex CONVENIENCE OUTLET
Two types...one with separate terminals so only one outlet is controlled by wall switch (No. 4832-Y); other is conventional with common terminals (No. 4832).

SWITCH AND CONVENIENCE OUTLET
Specially desirable for bathrooms. Convenience outlet is always hot. Switch controls lighting (No. 2989). Bakelite plate.

SWITCH WITH OIL BURNER COVER

WEATHER PROOF CONVENIENCE OUTLET
Has plate and quick clamp cover, attached by chain, to prevent exposure to moisture when not in use (No. 3880).

SWITCH AND CONVENIENCE OUTLET
Specially desirable for bathrooms. Convenience outlet is always hot. Switch controls lighting (No. 2989). Bakelite plate.

Closet Lamp Holder
An inexpensive way to provide a closet light. Designed for wall or door switch control, or with pull-chain. Each type made in two sizes, for 3 1/4" x 4" box. Each has shade holder groove.

And Westinghouse Circuit Breakers give modern circuit protection.

Completely Automatic, they open circuits when a worn cord causes a "short" or if circuits are overloaded by too many appliances. A flip of breaker lever—even by a child—restores service when condition is corrected. Nothing to replace. Avoids unnecessary interruptions. Flush mounted—can be installed in any convenient place, such as a kitchen. Reasonable in cost. Offers a sales advantage when installed in homes you build.

Better Homes Department

Westinghouse PLANTS IN 50 CITIES...OFFICES THROUGHOUT THE WORLD

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When a manufacturer asks you to "watch for our ads in the Post," he's calling your attention to the best kind of local support.

For advertisements in the Post reach your best customers—the leaders, who are first to buy the new and better things.

And advertisements in the Post get attention. For people like to read ads in the Post—far more than in any other magazine.
HOW TO STIMULATE

Fan mail

...and win

CLIENT APPROVAL

Specify EMERSON-ELECTRIC Kitchen Ventilating Fans

You're bound to increase your popularity rating with clients when you specify Emerson-Electric Kitchen Ventilating Fans in your home-building or modernization plans. Priced surprisingly low, these sturdy fans whisk out kitchen cooking odors, excessive heat, and prevent spread of greasy vapors to living room furnishings, woodwork, walls and curtains.

Square, weather-tight outer door frame is easy to brick or frame around. Telescoping sleeve is adjustable to any wall thickness up to 13 inches. Ten-inch quiet-type blades move 570 CFM in free air...Write for catalog and installation data today, or refer to Emerson-Electric Catalog filed 29b-6 in 1946 Sweets Architectural File.

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EMERSON-ELECTRIC HOME COOLER FANS

for Summer Comfort!

Turned on after sundown, home cooler fans expel hot air trapped in attics and living rooms; draw cool outside air through open doors and windows. Include an Emerson-Electric Home Cooler Fan in your plans and specifications.
PUBLIC HOUSING OCCUPANCY
—National Housing Agency recently announced to those interested that Negro families now represent nearly 40 per cent of the occupants of public low-rent housing, and about 15 per cent of those in war housing. This shelter is administered by FHA which, the announcement states, operates 611,000 public housing units. It also states that only “one-sixth of the Negro families are families of servicemen”.

INVITATION TO WYATT—A recent editorial in the Wall Street Journal, entitled, “The Housing Bungle,” concludes: “With due deference to Mr. Wyatt’s zeal and good intention, we suggest that the way for him to facilitate building is to get himself out of the way of people who want to build in getting together with the people who can build for them.” There can be no argument with the Journal’s statement in view of the fact that the net result of Wyatt’s expediting has been to slow the pace of home building down to a walk.

THE THORSEN CASE—For months American Builder has said that thousands of Americans would build at current high prices, if allowed to, and thus vacate desirable quarters for young vets. Now comes the case of Thorsen, a Chicago educator. He felt that he was doing a patriotic thing in giving up his small house for himself and his wife. He felt that he was entitled to vacate his home to accommodate a young Navy veteran some months ago. He wanted to retire and build a small house for himself and his wife. He felt that he was doing a patriotic thing in giving up the apartment to the vet, and shifting around in temporary quarters until his new home would be ready to occupy. No one had told him that a man cannot be patriotic under the current form of socially planned government without suffering dire consequences. Thorsen learned the bitter lesson. He cannot get a permit to build or buy, although hundreds of new homes built for veterans lie unsold and unoccupied, because the vets do not want them. His appeal to FHA was denied on the ground that although his was a hardship case, it was not extreme hardship.

THE CHICAGO BUNGLE—Net result of the NHA disposition of the Thorsen case is: (a) Thorsen, with an unwieldy wife, forced to suffer privation and distress. (b) Hundreds of completed homes that vets will not or cannot buy stand unoccupied. (c) Hundreds of vets forced to live in reconstructed prefabs, definitely sub-standard by reason of being knocked down, moved hundreds of miles, and set-up on new sites. The Expediter is expediting hardship and disease for veterans and others in Chicago, and the beginning of new slums.

NHA REPORT—The July report of NHA on the Veterans’ Emergency Housing Program says in part, “By and large, as requested by government officials concerned with the housing program, the building materials industry held prices closely to former ceilings during the early weeks of July while working for the OPA situation to clarify.” That is another blatant attempt to claim credit for government officials for something they had nothing to do with. Producers have been telling NHA and OPA for months that prices would not advance sharply. Neither agency wanted to believe it. Now that there is evidence that makes fooling the public no longer possible, NHA tries to grab credit. The vets, fortunately, are not being fooled by this double-talk.

PREFABRICATION GOALS—The same NHA report says that “It is now apparent that production of factory-built homes in large quantity will be an important factor in 1947 rather than this year, because of the time required for development work and tooling up for mass production. Consequently, the goal for factory-built homes in 1946 has been reduced to 100,000.” That is exactly what the prefabricators themselves told Wyatt last February. As usual it took six months for a fact to become apparent to the Expediter and to NHA.

BLUESTONE BLUES—Morris Bluestone, a builder in Canton, Ohio, is another good citizen who discovered that patriotism and sound business are not tolerated by government planners if these traditionally desirable traits disagree with OPA controls. Bluestone was building $7250 homes and selling them to veterans for $5850. He got the price down by paying his employees with incentive bonuses. They were all union members, but getting more than union scales. Bluestone was ordered to cut out the bonuses and get down to union scales.

He did. His crews have shrunk, his completion schedules have gone by the boards, and the vets now have to pay $7250 for homes that Bluestone knows can be sold for $5850 if WSB would let him and his crews alone. Net result—fewer houses at higher prices. If the Housing Expediter had concerned himself with matters of this kind instead of spending his time pressing for socialized housing legislation there would be many thousands of new homes available today.

NHA CASUALTY—The principal casualty of NHA’s attempts at skull-duggery with the vets and the 7th Congress is Wilson Wyatt. Wyatt was fooled completely right at the start. Recently he has learned the truth about prefab production. Also, recently, he learned that most vets do not want to buy or build either low or high cost homes, but do want rental apartments and houses. Now, if he will take the trouble to study the facts about the true vet housing emergency, then he can begin to act in the light of authentic information that has been available to him since he went to Washington. But which is he now beginning to accept, he can belatedly and at last become a housing expediter.

GOOD RECORD—From the establishment of FHA in 1934 through 1945, gross income was $198,224,123 and operating expenses, $128,130,017. Thus, this agency, which the spending-happy NHA insists us to take over, has accumulated a balance of income over expenses of more than seventy million dollars, and current income is almost three times operating expenses.

KLUTZNICK—It is rumored that Philip H. Klutznick, until recently head of the Federal Public Housing Authority, will reappear again—as a private builder. If the very able former Public Housing Commissioner is successful it can be hoped that others trying to socialize the building industry will take the cue, resign from government pay rolls, and get into private home building. In this way public house builders at last could learn things they obviously do not know, things not found in their textbooks, and which cannot be learned behind a desk in Washington.

THE SHOE PINCHES—John J. Ryan, about to enter the real estate business in Chicago in June, said, “Holding the line on landlords and letting everything go up is poor business. Landlords are entitled to some consideration.” There would be nothing noteworthy about this statement except for the fact that Mr. Ryan, until he resigned earlier this month as director of the Chicago area OPA rent control office. He may say, of course, that he has changed his mind, but it appears more likely that he has merely changed his job, and that his illuminating remark resulted from the necessity of bucking the unrealistic regulations he formerly enjoyed enforcing.
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These gleaming white enameled steel units make any kitchen modern, attractive and easy to work in. Every woman appreciates their advantages instantly.

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You'll make more money with Youngstown Kitchens by Mullins

MULLINS MANUFACTURING CORPORATION
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At last...the light weight concrete masonry unit has a perfect waterproofing partner

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See data in Sweet's Catalog

You'll want this information for your waterproofing file

Write today for your copies of "Aquella and Concrete Masonry Construction," and the "Key to Aquella Specification Types."

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Dept. C, 10 East 40th Street
New York 16, N. Y.

500-lb. Hydrostatic Pressure Test Proves that Aquella Makes Cinder Concrete Block and Other Porous Masonry Surfaces Watertight

First, both of the columns you see here were tested in their natural state and showed that they had identical coefficients for permeability. After such tests, the column on the left was treated with Aquella, while the one on the right was not. The Aquellized column withstood the pressure of an 8-ft. head of water, equivalent to a hydrostatic pressure of approximately 500 lbs. per sq. ft. The untreated column could not be filled with water higher than 18", because the water seeped through the cinder blocks at the rate of 2 gallons per minute.

Aquella, having proved its effectiveness on cinder concrete blocks, under conditions as extreme as this, must necessarily be equally successful when applied to other types of masonry construction such as concrete, brick, stucco or cement plaster.

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Santophen 20 possesses qualities which give it many outstanding advantages for use as a wood preservative.

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Now everything smooth sailing when you discuss building plans with your clients... until they ask about adequate wiring systems? Many of them do, you know, and it doesn't build up their confidence in you if you don't have the answers at your finger tips.

Take building wire, for instance. Did you know that General Electric makes small diameter thermoplastic building wire for all types of new wiring, rewiring, and maintenance wiring? The thermoplastic insulation is flame retarding, resistant to oils, acids, alkalies, and moisture. The insulation is color coded, too, to cut installation time, and its extra long service life means increased value to the user. Type T is used for most applications, Type TW for permanently wet locations.

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1. G-E thermoplastic building wire
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2. PVX
   (Sizes No. 14 to 4; 2 or 3 conductors)
3. BraidX
   (Sizes No. 14 to 4; 2, 3 or 4 conductors)
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   (Sizes No. 12 to 2; 2 or 3 conductors)

All we ask is that you know the good points of G-E wiring materials... how they compare with others, what the facts are. And the easiest way to know is to write for complete information to Section W7-980, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.

Ideal sink for small homes

... the KOHLER Delafield

In the compact, attractively designed kitchens in so many recently built small homes, the Kohler Delafield sink has proved thoroughly practical and satisfying. With its two roomy compartments it provides working comfort and convenience, and is adaptable to many arrangements.

The Delafield is made of non-flexing cast iron, time-tested base for the lustrous, pure white, easy-to-clean enamel surface, which is acid resisting clear through. The smooth working faucet mounted on the 3-inch ledge has a swing spout and automatic spray which operates on pressure of lever on nozzle. Fitting is made of durable brass and is chromium plated.

Like all Kohler plumbing products, the Delafield sink embodies recognized first quality maintained through adherence to the long-established, high Kohler standards of materials and workmanship. Kohler quality is further safeguarded by the fact that all products are made at one great plant where there can be unity of supervision, coordination, and effective control of production. Kohler products are backed by 73 years of manufacturing experience. For full information write Kohler Co., Dept. 9-AB, Kohler, Wis.
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Complete Instalment Note Services for the Building Industry!!

**THESE SERVICES** cover repairs, remodeling and additions to all types of structures, new non-residential buildings, plus equipment and appliances. From $30 up—from 6 to 60 months or more to pay. ABC's complete note service gives you control of every sale because:

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IMPORTANT ADVANTAGES

- **STRENGTH**—Welded to form a complete integral unit of jamb, head, and two sides trim; resulting in great strength.
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Aetna Steel Door Frames, like many modern improvements in the construction field, will serve as a stimulant toward building activity. Aetna Frames are easy to erect requiring less handling at the building site, offer you mass production economy and simplify your supply problems.

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Now . . . still more truck users can enjoy the advantages of Chevrolet's traditional economy and efficiency—qualities that have placed Chevrolet in first position in sales year after year. For the new Chevrolet truck line includes additional models of still greater load capacity in the heavy-duty classification. Among Chevrolet's 99 models on nine wheelbases—some with the standard Thrift-Master engine, some with the high-torque Load-Master engine—there is a truck to fit your requirements and save you money.

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Lack of materials—high cost of materials. These are the problems said to be delaying the veterans' housing so urgently needed throughout the nation.

But these problems do not apply to brick and tile. Homes for veterans can be built NOW—with quality brick and tile. Brick production currently is 55% higher than that needed to supply housing for veterans this year. And brick for veterans' housing can be had for as little as $230 per house.*

Brick and tile coming out of our plants today are shaped to modular sizes. Building with brick and tile of coordinated dimensions makes estimating easier, improves building practice and above all—cuts down waste and speeds building time. The end result is—site erection at lower cost.

Add all this to the traditional fire-safety, low maintenance and upkeep cost that long have been identified with these materials, and you realize that brick and tile provide one real solution of the problems of housing our veterans.

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This famous, all-purpose, low-cost

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Make this DeWalt Builder's Saw the No. 1 tool on your power equipment list . . . and it will help you build your customers' homes faster—better—and for lower costs than ever before!

The new model GE DeWalt, illustrated above, is available in 3 and 5 HP single-phase, capacitor motors—motors that have no brushes, no armature, no commutator to look after. Motor is totally enclosed, wound with Formex-Fiberglas insulation, and provided with grease-sealed-for-life ball bearings.

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Eljer is engaged solely in the manufacture of fine plumbing fixtures and brass trim. Production is coming along at a gratifying rate.

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SINCE 1904 MAKERS OF FINE PLUMBING FIXTURES
W-E-T Bill Killed By Congressional Adjournment

In the closing days of the session, the 76th Congress witnessed an all-out attempt to enforce the enactment of the Wagner-Ellender-Taft Bill. This exceedingly long and complex measure would go a long way in the direction of socializing the home construction industry according to the pattern in operation in Great Britain, where four of every five homes now are built by the government. (American Builder, Jan., p. 90)

Focus of the storm was the House Banking and Currency Committee, where hearings were to be scheduled on the 118-page housing bill. With nearly forty opposition witnesses clamoring for a chance to put in their case against the huge public housing measure, and with only five days left before adjournment early in August, the Committee decided to let the bill go by the boards for the time being. To all practical purposes, this killed the bill for the session despite its earlier passage by the Senate.

Last minute developments included a blast from NHAdministrator Wyatt accusing "very potent private lobby groups" of responsibility for delaying consideration of the bill, an elaboration of this charge by the president of the National Public Housing Conference, and letters from President Truman to House leaders asking for the "earliest possible action" by that body.

Housing Lobbyists Not Mentioned

The blasts against lobbying made no mention of the activities of the socialized housing lobbyists, many of them on the public payroll, to exert pressure upon Congress. Nor did they explain that the tactics complained of were aimed at procuring serious and fair consideration by the committee of the many important, costly and significant changes proposed in federal policies and operations in the housing field.

The proponents did, however, play up to the utmost the claim that passage of the W-E-T bill was "essential" to the success of the so-called Wyatt Veterans' Emergency Housing Program. Although all informed critics pointed out that a long-range socialized housing program could do little to relieve present conditions and, to the extent that it could have been made immediately effective, would have competed with the private builder, for scarce materials and labor.

And they also overlooked the fact that Congress had already given the Housing Expeditor ample powers to aid the veterans in their search for housing.

The Wyatt Housing Program Has Bogged Down, NAHB Survey Reveals

A survey of active builders in twenty-three states revealed that less than 10 per cent of the veterans' houses started under the so-called Veterans' Emergency Housing Program have been completed because of failure of the government to assure a flow of building materials, Frank Cortright, NAHB executive vice president, recently announced.

"The survey showed that 92 per cent of all veterans' houses started since the inception of the Wyatt program January 15 are either at a standstill or seriously delayed because of lack of materials. In seven major areas builders surveyed reported 40,054 priorities taken out (since January 15); 21,766 units started and 1,355 completed—a ratio of 8 per cent of the 'starts' completed, 92 per cent unfinished," Cortright reported.

In all cases, builders reported that shortages of critical materials are responsible for the bogging down of the program.

"Unless something is done quickly to get more materials to builders, thousands of veterans face another winter with no place of their own to live," Cortright declared. "These reports from builders trying to get veterans' housing built show only too clearly that all the talk in Washington about government action and breaking material bottlenecks, has been ineffective in producing houses."

A cross section of sixty-nine of the nation's most active builders' association groups were queried in 23 states.

Builders reported that the time needed to complete a house has lengthened from a normal three months to nine or twelve months. In San Francisco, one builder reported no completions out of 137 starts; another no completions out of 400 starts. In Denver, one builder had three completions out of 104 starts. In Chicago, no completions out of 400 starts were reported by another builder. On Long Island, 100 completions were reported for 1,800 starts. A Detroit builder was able to finish only 26 dwellings out of 310 started. In Buffalo, Niagara Falls and Syracuse, completions were zero out of 41, 74 and 32 respective starts.

"For months the home builders have warned the government that veterans can't live in paper plans, bound in red-tape," Cortright continued. "Builders have taken out priorities for more than 500,000 dwelling units; they have started more than 250,000, but everywhere construction is seriously stalled because of lack of materials that were supposed to back up the priorities. Mr. Wyatt assured us that they would be."

"It is most disheartening to find government heads still playing politics instead of taking effective action to stimulate the flow of critically short building materials and breaking material bottlenecks," Cortright concluded. "It is likely that the NAHB directorate will have to be called to Washington early this fall for another meeting, similar to our May conference with housing officials, in an attempt to break the continuing material log jam."

San Antonio Association Officers Meet

BACK row—L to r: H. C. Thoman, director; G. S. McCreless, secretary; W. T. Thrift, W. W. McAllister, director. FRONT row—L to r: Frank Robertson, vice president; Dave Young, director; V. F. Buchek, president; L. G. Hodges, treasurer; L. B. Miller, exec. secretary.
In Washington, it's a case of "After the Ball is Over." The orchestra has gone home; the lights are out. In the housing lobby to revive the knocked-out W-E-T bill, we quote below a letter sent out to its members by the National Public Housing Conference, Inc., spearhead of the public housing movement. If you thought that we are all through with our fight to keep the Housing Act going, think again. The lobby to revive the W-E-T bill is concerned, the melody lingers on. As an illustration of the determination of the public housing lobby to revive the knocked-out W-E-T bill, we quote below a letter sent out to its members by the National Public Housing Conference, Inc., spearhead of the public housing movement.

"The attached issue of PUBLIC HOUSING was prepared in a day, printed in two, and its entire purpose was to urge each of you to action for your representatives who came in behalf of S. 1592, the Wagner-Ellender-Taft General Housing Bill. Nothing has been lost, much has been gained. This issue is sent because we want you to know that for the interests of all citizens, we are fighting."
EVEN SMALL HOMES SHOULD HAVE RACEWAYS FOR TELEPHONE WIRES

It is simple and inexpensive to install raceways for telephone wires in the low-cost homes you build. And homebuyers will appreciate this mark of careful planning.

Telephone raceways are especially important for homes without basements. In these homes the telephone installer generally cannot run wires up through the floor to the telephone location. A simple wiring channel leading to a convenient telephone outlet should be installed before the floor is laid. This will avoid attaching telephone wires in plain sight on baseboards and around window and door frames.

Your Bell Telephone Company will be glad to help you plan telephone wiring facilities. Call your Telephone Business Office. Ask for “Architects and Builders Service.”
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From this forested region of some one-half million acres in Southwestern Washington, Weyerhaeuser Timber Co. supplies the bulk of raw materials required by its lumber, pulp and allied wood-using industries at Longview.

Sustained output of forest products, at fair prices, depends on careful engineering of plant for economical long range operation plus proper forest management of the supporting timberlands to provide a dependable and perpetual supply of wood.

Accordingly, the harvesting plans for the Mt. St. Helens Tree Farm are projected for a century in advance. Predicated on years of fact finding and analyses of timber resources, timber growth and timber needs, these plans provide for: (1) an orderly, progressive, co-ordinated harvest of the untamed, virgin, old growth forest; (2) the re-stocking of harvested lands; (3) the protection of lands from destructive forces, principally fire; (4) a periodic return to harvested lands for successive forest crops.

Location of TREE FARMS of Weyerhaeuser Timber Co. and subsidiaries in Washington and Oregon, and also of Potlatch Forests, Inc. in Idaho.

This animated map illustrates the cyclical progression of the perpetual harvest. Its factual background rests on unembellished work-a-day maps, plans, estimates, analyses and volumes of detailed supporting data.
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Chrysler Airtemp brings a new standard of efficiency with automatic central home heating equipment to homes of all sizes and for any type of fuel—gas, oil or coal. There's extra heating capacity for those mid-winter days when “the bottom drops out of the thermometer”. Automatic control guards against underheating or overheating in Spring and Fall.

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Chrysler Airtemp offers a wide range of heating equipment—furnaces which are fully automatic Winter Air Conditioners in that they filter and circulate the air as well as heat it, boilers for steam or hot water systems, and gravity furnaces. There's also a combination for home heating and cooling.

Behind these products stands Chrysler Corporation, famous for mass production and engineering skill—your assurance of high quality at low price. Write today for complete information.

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DAYTON 1, OHIO

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This attractive cottage with its "Century" Asbestos roof and sidewalls has three qualities that countless GIs and other home hunters want ... good looks, good value and low-cost durability. It's the type of construction that offers many advantages to dealers and builders ... for K&M "Century" asbestos-cement products are easy to handle and apply.

They're economical in cost, suitable for any type building and last indefinitely. Being asbestos-cement, they are proof against weather, fire, rot, rodents and termites ... and they never need to be painted.

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"Century" Roofing Shingles are supplied in various styles to suit any taste, fit any architectural plan, harmonize with any environment.

Your local K&M dealer will be glad to show you samples, quote prices, name delivery dates and give you whatever other information you desire about K&M products.

Original manufacturers of Asbestos-Cement Roofing Shingles in this country

K&M "Century" ASBESTOS-CEMENT SIDING and ROOFING SHINGLES

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BUILDERS faced with shortages of materials on the one hand, and impatient customers clamoring for houses on the other, have one less headache when they secure the aid of a P&L color-trained representative.

Familiar with your painting problems, and competent to develop attractive, economical, color plans for all types of homes, the P&L representative can relieve you of all decorative details for the interior and exterior of your houses.

Outstanding, experienced builders are using P&L Decorative Service because it saves them time and money, sells houses faster, and insures satisfied customers. P&L authoritative colors were selected only after actual test-use in over a thousand residential units. P&L Decorative Service lifts your houses above competition!

It costs you no more for attractive decoration than for ordinary paint jobs. In fact, it often costs less because fewer coats may be required, resulting in lower labor costs.

Write for painting specifications for low-cost, medium-priced and high-grade homes. On request, a P&L representative will call on you with full details. Pratt & Lambert-Inc., 80 Tonawanda St., Buffalo 7, N. Y.
These Grade Trade-Marks on Douglas Fir Plywood mean Quality

kept to Uniform Standards by Rigid Inspection!

THERE is a type and grade of Douglas fir plywood manufactured especially for every building need. Each must meet rigid standards of quality. Current production is constantly inspected . . . constantly tested in the Douglas Fir Plywood Association laboratory. Choose the type and grade for your particular job by these "grade trade-marks," which appear on every panel. Use it with complete confidence; its dependability is backed by an industry-wide quality standard.

Substantial Production Now Allocated to Veterans' Housing

Because the needs of the Re-conversion Housing program are so acute, Douglas fir plywood is today being allocated by the Civilian Production Administration. This means that a substantial proportion of the Douglas fir plywood industry's current production must go to housing contractors, stock cabinet manufacturers, prefabricators and distributors.

As a result, the supply situation for all other industrial and construction uses is temporarily a difficult one. It is a fact, however, that more plywood is being produced today than in pre-war years. Once the present overwhelming demand has been met, an increased amount will be available for all uses in construction and industry.

Anticipate YOUR needs as far in advance as possible — and discuss those requirements with your regular source of supply.

Douglas Fir Plywood Association
Tacoma 2, Washington
Typical of Ruberoid’s big campaigns in leading farm and home magazines, these recent advertisements are planned to help you by maintaining your customers’ interest in their building and remodeling projects.

This advertising offers practical construction help and advice, stimulating and keeping alive plans that might otherwise be shelved because of today’s continued restrictions and shortages.

With such exclusive products as Tite-On Shingles and Stonewall Board, now being produced in greater quantities than ever before, Ruberoid is bending every effort to maintain a flow of profitable business for its Dealers and Contractors.

The RUBEROID Co.
Executive Offices: 500 Fifth Ave., New York 18, N. Y.
Asphalt and Asbestos Building Materials

MAIL THIS COUPON TODAY! (2a)

RUBEROID

SCIENTIFICALLY PLANNED FOR GREATER EFFICIENCY AND LOWER PRODUCTION COSTS

Mail the Coupon and see for yourself
Their Performance
Speaks Louder Than Words

Above — A Homelite Generator on the job furnishes plenty of power to operate time-saving electric saws.

Below — A Homelite Pump and Generator make the right combination for speeding dewatering jobs at night.

We'd much rather show you Homelite Portable Gasoline-Engine-Driven Pumps and Generators in action than just talk about them. Action speaks louder than words.

So why not let us give you a free demonstration...any place you want it. See how fast a Homelite pumps, how quickly it primes itself, how easily it handles heavy liquids and solids. See all the cost-cutting operations you can put to good use on day or night work with steady electric power furnished by a handy Homelite Generator.

To get such a demonstration, free from all obligations, simply write. We'll have our nearest representative get in touch with you.
It’s easier to finance homes that

Servel All-Year Gas Air Conditioning keeps their resale value high

All over the country leading mortgage loan officers have indicated their willingness to extend more favorable mortgage terms on homes equipped with Servel All-Year Gas Air Conditioning. They agree the “new quality of living” provided by the Servel unit keeps homes modern longer, maintains their resale value on a higher level for a longer period of time.

Complete in one simple unit, this revolutionary Servel air conditioner permits home-owners to select just the climate they want indoors—the year round. At a touch of the central Selectrol switch, the Servel unit circulates cleaned, cooled, dehumidified air in summer. In winter, the same unit provides clean, draft-free, properly humidified warmth.

And unlike many features considered essential to the modern home which are used only intermittently . . . guest room, extra bathroom, laundry . . . home-owners get 100% “use value” from their Servel unit. Every member of the family enjoys Servel’s “new quality of living” every day in the year!

Get full details of all the advantages of Servel All-Year Gas Air Conditioning from your local Gas Company today. Or write direct to Servel, Inc., 1609 Morton Ave., Evansville 20, Ind.

“Contemporary Cottage,” one of a series in Good Housekeeping’s “Homes America Wants.” Bertram & Webber, Chicago, Architects.
have this "new quality of living"

TRIED ... PROVED ... SUCCESSFUL

The Servel All-Year Gas Air Conditioner is already operating successfully in hundreds of installations from coast-to-coast. Some have been running for more than four years. The equipment is tried, tested ... and approved by users everywhere.
and what it promises for tomorrow

Nation-wide survey of public opinion shows overwhelming consumer preference for Johns-Manville—8 to 1 in roofing... 39 to 1 in home insulation... 60 to 1 in asbestos products!

During this period of shortages, you are constantly faced with an important question: how to assure your customers that you are not using inferior materials in your construction.

No wonder builders report they have been impressed more than ever with the value of nationally known names accepted by the public as a symbol of quality.

When materials again become abundant, Johns-Manville believes this increased consciousness of quality on the part of the public will offer the builder even greater merchandising and selling opportunities than in the pre-war period.

Johns-Manville has been anticipating this situation. Through continuous national advertising, we have been preparing for the time when quality materials and consumer acceptance will become an invaluable asset to the builder of homes.

The result is that today J-M products enjoy an overwhelming consumer acceptance.

Through our advertising program over the radio, reaching up to 30,000,000 listeners a month, Johns-Manville intends to build and maintain this consumer acceptance for J-M products. We believe this will offer you an opportunity to increase your reputation as a quality builder in the face of future competition. Johns-Manville, 22 East 40th Street, New York 16, N.Y.

*In a scientific public opinion survey recently completed, one of the questions asked was, "In what manufacturer of roofing materials would you have the greatest confidence?"

The vote was 8 to 1 in favor of Johns-Manville over any other manufacturer.

Overwhelming preference for Johns-Manville was also voted in reply to questions concerning home insulation and asbestos products. Complete details on request.

Johns-Manville

ASBESTOS SHINGLES AND SIDING • ASPHALT SHINGLES • ASBESTOS FLEXBOARD • INSULATING BOARD
ROCK WOOL HOME INSULATION • WEATHERTITE SHEATHING • ROLL ROOFING • BUILDING ACCESSORIES
always Popular... again in Production!

the "Cosmette"
LAVATORY

- So attractive to the eye as well as the budget, so generous in usable area, so skillfully designed to fit limited bathroom space... this is the Cosmette of 1946! Produced by Case and distributed nationally—see your Classified Telephone Directory or write W. A. Case & Son Mfg. Co., Buffalo 3, New York. Founded 1853.

- Dry shelf space for toilet articles.
- Built-in soap dish.
- Concealed front overflow.
- Towel bars, if required, free from the wall.
- Wall hung or with legs.
- All exposed parts chromium-plated brass.
- 20"x13½" and (for production soon) 24"x16½".

Case
PLUMBING FIXTURES

- NO. 90 EASY-ACTION "SLANT-BACK" FITTING. A fully chrome-plated fixture with permanent non-splash device. Design provides for easy renewal of any wearing part or the entire unit.
In ever-increasing numbers builders, architects and general contractors are discovering the true economy of three hinges on every door... especially in these rush days. They have learned that even one trip to fix a warped door can easily cost more than the "hinge pennies" required to be sure all doors stay free swinging, with latches and locks engaging perfectly.

And think how your prospective customers will appreciate this tangible evidence of painstaking construction... showing that you are offering a well-built house, carefully-planned even down to the little things.

Build all your houses with three hinges to a door. Take advantage of this long range economy and customer satisfaction. The Stanley Works, New Britain, Connecticut.

THE TOOL BOX OF THE WORLD

STANLEY

Hardware · Hand Tools · Electric Tools

Remember... Three Hinges to a Door
16. Imerican Builder, September 1940.

Sure as shootin' these big, full-color Gold Bond ads are aimed straight at the hearts of home-loving Americans. They'll be building and remodeling just as soon as restrictions are lifted and materials are available—and they'll do it the GOLD BOND way thanks to this big new campaign in The Saturday Evening Post. They'll want homes like this, for example—designed by architect Perry Duncan. And they'll know they're getting the best when you build it for them with Gold Bond Building Products. National Gypsum Company, Buffalo 2, N. Y.

You'll build or remodel better with Gold Bond

How not to build a Haunted House...

NOT all haunted houses are old. Many a new house starts to haunt its owner from the day he moves in. Haunt him with troubles, worries, and ever mounting expense. This has always been true. And it's even truer today with so many people wanting homes that there isn't enough good material to go around.

But whether you can build today or not it's wise to start planning now. Planning to build so soundly that the ghosts of shoddy construction and flimsy materials will never rise up to haunt you. For thanks to scientific research, new methods and modern materials assure you greater comfort and long-lasting freedom from annoying repair expense.

Take walls and ceilings for example. For over 100 years almost no progress was made in this field. Then research developed lightweight fireproof gypsum lath. Stronger than wood lath, it bonds so securely to modern improved gypsum plaster that a team of horses can't pull them apart.

The same kind of research discovered how to lock winter heat in and summer heat out, with fireproof high-efficiency rockwool home insulation. Pays for itself in fuel savings alone!

You can plan on stronger, tighter outside walls at low cost, too, thanks to fireproof Gold Bond storm-sealed gypsum sheathing under the outside finish.

In normal building times more than 10,000 lumber and building material dealers can supply all you need of the 150 research-produced Gold Bond Building Products. Today things are different, for even our full production can't keep up with demand. But just the same your local Gold Bond dealer is on the job, helping his customers in every way he can.

See him first when you plan your own house. He will help you build better. Not today perhaps, but tomorrow sure! National Gypsum Company, Buffalo 2, New York.

Over 150 tested Gold Bond Building Products for new construction or remodeling add greater permanency, beauty and fire protection. These include wallboard, lath, plaster, lime, sheathing, wall paint, insulation, metal and sound control products.
HEN IT COMES to specifying plumbing fixtures for those new homes and modernization jobs, the surest way to please is to recommend American-Standard. No name is better known. No products enjoy greater public acceptance.

The recessed Master Pembroke Bath, Companion Lavatory and Compact Water Closet shown above are typical of the smart, modern styling you'll find throughout the complete line. Like all products bearing the familiar American-Standard Mark of Merit, they are distinguished by their superb craftsmanship, quality materials and sound construction.


Quality fixtures like these cost no more than others —and they're just right for today's small homes.


American-Standard

Heating-Plumbing

Serving the Nation's Health and Comfort

LOOK FOR THIS MARK OF MERIT—It identifies the world's largest line of Heating and Plumbing Products for every use... including Boilers, Warm Air Furnaces, Winter Air Conditioners, Water Heaters, for all fuels... Radiators, Convector, Enclosures... Gas and Oil Burners... Heating Accessories... Bathubs, Water Closets, Lavatories, Kitchen Sinks, Laundry Trays, Brass Trim... and specialized products for Hospitals, Hotels, Schools, Ships, and Railroads.
When a top-notch design firm redesigns its own offices for more space and more light by using glass—\textit{that's news}.

Bertell, Inc., New York design and development firm, recently was confronted with severe space problems in reconverting wartime quarters to civilian work. Under the guidance of President Roy C. Bertell, the staff created a foyer, reception room, design department, storage space and executive offices in an extremely limited area.

How was this accomplished? No small credit, according to Mr. Bertell, is due to the use of Blue Ridge 	extit{Satinol Louvrex}—a patterned glass which adds distinctive delineation and borrows light for otherwise dark areas. Louvrex is one of more than twenty patterns in the Blue Ridge Decorative Glass line. Most of these can be obtained in plain or Satinol finish, in both flat or bent shapes. Made in the Blue Ridge plant in Kingsport, Tennessee, these Decorative Glasses are sold by Libbev-Owens-Ford's glass distributors. Inquiries should be addressed to your nearest L-O-F District Sales Office or to Blue Ridge Sales Division, 8896 Nicholas Building, Toledo 3, Ohio.

\textit{"Design it with one of the 5 EX's"}

\begin{itemize}
  \item \textbf{LOUVREX}
  \item \textbf{LINEX}
  \item \textbf{FLUTEX}
  \item \textbf{STYLEX}
  \item \textbf{DOUBLEX}
\end{itemize}
QUESTIONS and ANSWERS

"Pittsburgh's" New Window

QUESTION . . .

What is TWINDOW?

ANSWER . . .

Twindow is the newest development in insulating windows. It is a simple, pre-fabricated window unit, consisting of two or more panes of glass with a hermetically sealed air space between and a sturdy protecting frame of stainless steel.

QUESTION . . .

Where can TWINDOW be used most advantageously?

ANSWER . . .

Twindow should be used wherever clear vision and effective insulation are important. It is a "natural" for large windows in homes, for store front windows, large windows in factories, office buildings and institutions.

QUESTION . . .

Why was TWINDOW developed?

ANSWER . . .

Twindow is the result of extensive research at the Pittsburgh Plate Glass laboratories to develop an efficient, eco-
Questions about TWINDOW

TWINDOW with BUILT-IN Insulation

Economical means of combining transparency with good insulating qualities.

QUESTION...

Just how well does TWINDOW insulate?

ANSWER...

Twindow reduces heat loss through windows to less than half that experienced with a single pane of glass. This insulation decreases the load on heating or air-conditioning equipment.

QUESTION...

What effect does TWINDOW have on room comfort?

ANSWER...

Twindow makes areas close to windows just as comfortable as other parts of the room. It minimizes downdrafts and helps to keep temperature and humidity at proper levels.

QUESTION...

Can TWINDOW help eliminate the nuisance of fogged windows?

ANSWER...

Yes. Except under extreme conditions, Twindow’s sealed air space prevents condensation on the glass, assuring clear vision. And since no dirt or dust can reach its sealed-in surfaces, Twindow is as easy to clean as an ordinary window.

QUESTION...

Does TWINDOW require some special installation technique?

ANSWER...

No. Twindow is an easily handled unit, and installs as simply as a single window pane.

We regret that current production is not meeting demand. Deliveries must continue slow until new facilities are completed. When planning new construction or modernization, we suggest you get in touch with our nearest branch to determine if our delivery schedule will permit you use of this finest of insulated windows.
The view... the sunshine... the ventilation... the section of the wall, that although of glass, is thoroughly insulated... is an Andersen WINDOWALL.

Architect Frank Fichler specified Andersen Wood Casement Window Units arranged in an angle bay for this home in Columbus, Ohio. The sash in the center is fixed, while the two casements on each side swing out to catch cooling breezes.

This is just one of the countless WINDOWALLS made by combining stock size Andersen Complete Wood Window Units. For additional information, consult Sweet's Catalog, or write Bayport.

Andersen Corporation - BAYPORT - MINNESOTA

CASEMENT - GLIDING - DOUBLE HUNG AND BASEMENT WINDOW UNITS
ONE Dial-ese UNIT

FITS ALL NEW CRANE FAUCETS

Beautiful new Crane trim—both Temple and Crestmont lines—has the newly developed Dial-ese Unit. Water pressure below the seat is a boon to home owners troubled by hard-to-close, dripping faucets.

To the user, Dial-ese offers another advantage: a single unit fits all new Crane trim in bathroom, laundry and kitchen.

CRANE CO., GENERAL OFFICES: 835 S. MICHIGAN AVE., CHICAGO 5
VALVES • FITTINGS • PIPE
PLUMBING • HEATING • PUMPS
NATION-WIDE DISTRIBUTION THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING DEALERS
Homemakers, these days, are on the alert for every new product that means better looks, better service and less work in their homes. (And they’re remembering the builder who incorporates these modern ideas.)

We’re telling Mr. and Mrs. America about Kentile in national magazines. We’re telling decorators and architects too. We’re telling them that Kentile stays cleaner longer because it shrugs off dirt, dust and scuff... that down-on-the-knees scrubbing is out, because Kentile “mops up” with plain soap and water... that Kentile takes abuse without a sign, lasts practically forever, and is the handsomest, most practical flooring they can find.

You probably know these facts. But do you know that Kentile offers YOU tremendous advantages, too... in flexibility of color and design—in fast, clean laying... in tested, guaranteed service.

You can perform wonders in making kitchens and basement playrooms outstandingly smart with Kentile... for you can combine colors and effects—in any variety of patterns... and make use of borders and special strips to work out all sorts of designs. Foot for foot, Kentile has proved to be the lowest cost, longest wearing type of flooring—especially ideal to lay on concrete directly over earth. Get the facts from your Kentile contractor. And send for our handsomely illustrated color folder that reproduces colors, patterns and specific installations. There’s no obligation.
By devoting our production exclusively to stock sizes, we have been able to increase materially the volume of Roddiscraft products going to our customers. While this greater volume is still insufficient to meet all requirements, more customers are getting more Roddiscraft flush veneered doors and plywood. Plus-production of stock sizes has enabled us to increase our output considerably. Adequate stocks will be maintained in our conveniently-located warehouses to supply the Roddiscraft doors and plywood you need at the moment you need them.
For Modern **Small Homes!**

- **Compact**
- **Convenient**
- **Convertible**

Designed especially for small space installations, the No. 1 Series National HEAT EXTRACTOR can be converted —after installation—to automatic firing with oil or gas.

Space requirements are cut to a minimum by the compact No. 1 Series National HEAT EXTRACTOR. This efficient boiler affords the advantages of Hot Water or Steam Heat in installations where floor area and head room are limited.

A water insulated base permits installation in kitchen or utility room without expensive fireproofing, and a copper coil water heater may be included to provide an adequate hot water supply both summer and winter.

Send for your copy of our booklet "Plan To Be Comfortable." There's no obligation, of course.

The NATIONAL RADIATOR Company

**Johnstown, Pennsylvania**
When inside lights go on, the cheerful panel of Insulux Glass Block at the entrance of this home in the Little Switzerland development extends a friendly welcome. In daytime the stair hall is flooded with diffused natural daylight—without sacrificing privacy. Restricted to homes of contemporary design, the Little Switzerland development is located high on Brown's Mountain, six miles from Knoxville, Tennessee.

Bright idea from Brown's Mountain

Be it Brown's Mountain, Poughkeepsie or Chicago, home buyers like extra light.

With Insulux Glass Block a wide range of pleasing and functional lighting effects are at the fingers of any builder. Frequently, a little imagination and a few Insulux Glass Block will make a home more livable, attractive and increase its value.

Insulux blends with other building materials and is in keeping with contemporary or traditional design. Consider the sales possibilities offered by natural daylight—_with privacy_—for bathrooms, kitchens, entrance halls and stairways.

Complete information on the many uses and advantages of Insulux Glass Block will be furnished on request. Address Dept. C-74, Owens-Illinois Glass Company, Insulux Products Division, Toledo 1, Ohio.
It's yours now . . . a tried and proven insulation working tool designed to save you money. It's practical—a file of installation methods that make insulation jobs easier to figure . . . faster to do . . . and far more profitable. It's tested. The KIMSUL* Application Data File has been developed for you by KIMSUL engineers and proved in practice on both new and existing construction by thousands of architects and builders.

Mail the coupon today for your free copy of the KIMSUL Application Data File. And for complete information on KIMSUL, one of the most effective—and most easily applied—insulations ever developed.

We are producing all the KIMSUL Insulation we possibly can, but, due to the great demand, your dealer may have some difficulty in supplying your requirements as promptly as usual.

Kimberly-Clark Corporation
KIMSUL Division, Neenah, Wisconsin
Please send at once free Application Data File and full technical information on many-layer KIMSUL Insulation.

Name
Firm
Address
City, Zone, State

*KIMSUL (trademark) means Kimberly-Clark Insulation
TWO GREAT HEATING PRINCIPLES
BLENDED INTO ONE!

that's what Modine Convector Radiation offers you!

RADIANT HEATING

Notice those arrows? That's radiant heat... mild radiant heat coming from that Modine Convector panel in just enough quantity to offset heat loss from window areas. But we don't stop with just radiant heating. To it we add...

RESULT: A modern, blended heating system for modern living! A heating system that gives you individual room control, that responds almost instantaneously to sensitive automatic controls, that gives you gentle air circulation without use of moving parts that wear out. Yes... the dependable heating comfort, distinctive charm, space-saving, cleanliness and long life of Modine Convector Radiation is now available for moderate cost homes and apartments. Look for Modine's representative in the "Where to Buy it" section of your phone book. Write for complete information and free descriptive literature.

CONVECTION HEATING

Convection heating. The hot water or steam circulates through the copper heating unit, draws the cooler, floor-line air into the bottom of the convector where it's warmed, rises, and is then gently circulated throughout the room.

Modine
CONVECTOR RADIATION
The Modern "proved by use" heating method
"O.K.—we all agree on Lumite screens. What I want to know is—how many of you are going to live here?"

- Grandpa and Uncle Jasper and Cousin Minnie have plenty of advice to give about the new house. Seems as if they never would agree. But one thing was settled from the first—Lumite plastic screens for windows, doors and porches. Your clients have heard about Lumite. Architects know that in recommending Lumite they are helping their clients, as well as themselves, to attain the ideal of "the perfect house."

No window eyesores on the Lumite-screened house! Lumite won't stain or rust... keeps its fresh beauty for a lifetime. No screens for Father to paint—Lumite never needs painting because the color is in the cloth. No screens for Junior to kick out—Lumite will not dent or bulge. And easy for anyone to clean! A wipe with a damp cloth keeps Lumite sparkling like new.

Recommend Lumite for a house that you and your clients will be proud of!

We'll be glad to send you our A.I.A. 35P folder, with sample.

LUMITE DIVISION, Chicopee Manufacturing Corporation
47 Worth St., New York 13, N. Y.

LUMITE
MODERN PLASTIC INSECT SCREEN CLOTH

HERE'S WHY LEADING ARCHITECTS Specify Lumite:
- Cannot stain
- Won't rust or rot
- Never dents or bulges
- Needs no painting
- Color cannot fade
- Easy to frame
- Lighter in weight
- Sensibly priced
- Lasts years longer
- Woven of Dow's Saran
- Strong! (Lumite is woven of heavy gauge plastic filament—0.015")
At your finger tips, you can have latest findings on insulation application—hard-to-get facts about specific problems! Compiled by Wood Conversion Company, these Balsam-Wool Data Sheets cover a wide variety of applications. You’ll want the complete set—as it is yours for the asking. Just mail the coupon!

WOOD CONVERSION COMPANY
Dept. 119-9, First National Bank Building
St. Paul 1, Minnesota

Please send me set of Balsam-Wool Application Data Sheets.

NAME: ________________________________________________

ADDRESS: ____________________________________________

CITY: _________________________ STATE: ________________

BALSAM-WOOL Products of Weyerhaeuser • NU-WOOD
Two lines of PITTCO METAL with the same rich finish

PITTCO DeLuxe Store Front Metal has a satin-smooth finish, rich in tone and gloss, which has delighted both architects and store owners. They like it because it harmonizes perfectly with any material or color combination. And the Pittco De Luxe line also has rugged, sturdy strength and clear, sharp profiles assured by its extruded method of manufacture. Imaginative styling and the wide variety of bars, mouldings and sash in the De Luxe line permit the architect many effective combinations. For symmetry, strength and perfect finish, Pittco De Luxe is the ideal choice for impressive, distinctive store fronts of high quality.

PITTCO Premier, although lighter in weight and more moderately priced than Pittco De Luxe, has the same rich, smooth finish. And into the Premier line, too, has gone the same careful planning which has made the De Luxe line so popular. All Premier members were styled at one time so that perfect harmony would be inherent in the line... each Premier unit complementing the beauty of other pieces used with it. Pittco Premier construction can be set quickly and easily... a simple outside procedure that effects a substantial savings in setting time. In Pittco Premier architects will find a lightweight, economical metal with which to create pleasing, appealing store fronts.

PITTCO STORE FRONT METAL

PITTSBURGH PLATE GLASS COMPANY
ADJOURNMENT of the 79th Congress brought to a halt the continuous series of legislative threats to private enterprise in the home building industry which, added to the unrealistic policies of OPA, plagued builders in their attempts to provide new housing in quantity during the past year. The interim between the 79th Congress and its successor, however, should be viewed only as a recess during which the advocates of government control of housing can be expected to outline new strategy for a renewal of their assault on private home building at the earliest appropriate moment. It is advisable, therefore, to review the highlights of the past year, and to appraise the net results of government interference with home building as a clue to what can be expected when the 80th Congress convenes.

The highlights were the passage of the Patman Act, the appointment of Wilson Wyatt as Housing Expediter, the defeat of the President's Reorganization Plan No. 1, and the defeat in the House of the Wagner-Elender-Taft Bill. The Reorganization Plan, if it had been accepted by Congress, would have resulted in placing NHA permanently at the head of all government housing branches, and would have been a decisive victory for NHA and its public housing aspirations. NHA officials and social planners can be expected to make renewed efforts for the life of the agency, and for more power to control. The Wagner-Elender-Taft Bill was beaten, because the House committee was unable to hear testimony on so controversial an issue in the short time that remained in the session. The chances are that it would have been beaten on the floor even if it had been reported out of committee. That does not mean, however, that it will not be reintroduced, probably in revised form, in the new Congress. It will be.

What are the net results of government interference? American Builder stated pointedly last March that Wyatt had been duped into believing that there was a housing emergency requiring strong government action, and then followed with the same statement to the public over radio stations and in a nationally shown newsreel. The proof that Wyatt was duped was provided in statements by Senator Wherry of Nebraska and Senator Ferguson of Michigan, as published on pages 10377 to 10386 of the July 27, 1946 issue of the Congressional Record-Senate. In his statement Wherry shows conclusively that NHA deliberately withheld a housing survey made by the Bureau of the Census in order to make their own fantastic statistics bear out the claim of housing emergency. It is now a matter of record that there is not and was not a housing emergency. It is to be expected that the 80th Congress will have no faith whatever in NHA claims and figures.

Wyatt is just about as thoroughly discredited. American Builder and all segments of the industry told him that he need not and should not try to build or start 1,200,000 dwelling units in 1946, and that he could get only a small percentage of the prefabricated units he called for. He disregarded that and all other sound advice offered to him, and chose the fiction provided by Bowles and the NHA.

The Expediter expedited nothing. On the contrary, he slowed down what would have been a rate of 750,000 starts this year to 400,000 starts and according to his own figures, 40,000 completions. Wyatt is through, and may be back in Kentucky before this is printed.

The private building industry has chalked up sizable victories, and has gone far toward vindicating itself in the eyes of Congress and the public. But the industry battle to provide housing for Americans is not yet over. There are a lot of facts that industry must find a way to tell the public, and there will be more proposed social housing legislation to beat next year.
What Prospective Home Owners WANT TODAY

America is rich in materials, in skills and in good old-fashioned common sense. Of these three assets perhaps our native common sense is the greatest. It has carried this country forward for over 300 years, through many crises of war, economics and politics. Given the facts, the people have always proved themselves capable of sound, sensible judgment.

However, during periods of rapid change and dislocation of our normal living habits, such as the one from which we are emerging, there is a tendency for many to predict violent changes and for people to listen and believe. Such predictions have been made about the building industry in general and about residential building in particular. For the most part, these forecasts of "Tomorrow's Homes" that will "dust their own floors, cook their own meals and make their own beds" originate with those who have no direct connection with the building industry, nor even a primary interest in it. The residential building industry deals with basic shelter, public safety, health and sanitation. There is no room, and never has been in this business, for misinformation or unsound thinking.

That our people want and need a large volume of new homes is certain. That they want better homes at the lowest possible cost is also true. Consequently, they are anxious to read and talk about these homes, thereby offering an unusual opportunity for the more spectacular prophets to predict a revolutionary future and capture widespread public attention. In the future, however, as in the past, there will be orderly changes rather than a violent overthrow of accepted and established building practices. Progress will be solid and enduring—but certainly not as radically rapid as some present-day prophets would have us believe.

First and foremost, the purpose of residential building is to shelter people. Thus, before considering such building it is necessary to consider the people; their needs, their wants, their habits and their ability to pay for what they buy. All these factors taken together fall into the general category of consumer research and all of them must be considered if a true picture of the prospective home owner is to be had.

Basically, all the people need comfortable, safe, sanitary and well-built homes. This is not strange when one recognizes that the people of this country are entitled to this and the other necessities of life because they have developed the country and assume the responsibility of governing it. Private enterprise, the backbone of our economy, has been the incentive for the building industry to provide Americans with the best shelter in the world. And it is this same system that will encourage the home building industry to supply the needs of the people in future years at a cost they can afford to pay.

Successful builders will be guided by the findings of nationwide surveys made by well-known national consumer magazines. They establish that a vast number of American families want new and better homes, designed for comfort and made convenient with modern equipment and built-in features.
Family Habits Dictate Shelter Requirements

To this measurable demand must be added the new families being formed in the country, which are increasing at the rate of about half a million a year. It has been estimated that between 1940 and 1950, 4,600,000 such new families will be formed. In one form or another, family units must be provided for this group also. This does not necessarily mean that a like number of new homes need to be built during this period but it does indicate a large potential future demand for housing accommodations.

Another important factor to consider, particularly today, is where the prospective home owner wants to live. During the war, thousands of families migrated from country to city and from city to city. This trend increases the population in one center and reduces it in another. A late estimate indicates that something less than 50% of the war migrants are expected to return to their former homes. As these large industrial centers expand, the 1920 to 1930 trend toward decentralization will accelerate. High property taxes, deteriorated housing, congested urban areas and an unpleasant industrial atmosphere will cause people to seek the advantages of decentralized suburban communities. Improved transportation facilities, a part of most city development programs, will further encourage this movement.

New Family Formations Loom Large

To this must be added the new families being formed in the country, which are increasing at the rate of about half a million a year. It has been estimated that between 1940 and 1950, 4,600,000 such new families will be formed. In one form or another, family units must be provided for this group also. This does not necessarily mean that a like number of new homes need to be built during this period but it does indicate a large potential future demand for housing accommodations.

Another important factor to consider, particularly today, is where the prospective home owner wants to live. During the war, thousands of families migrated from country to city and from city to city. This trend increases the population in one center and reduces it in another. A late estimate indicates that something less than 50% of the war migrants are expected to return to their former homes. As these large industrial centers expand, the 1920 to 1930 trend toward decentralization will accelerate. High property taxes, deteriorated housing, congested urban areas and an unpleasant industrial atmosphere will cause people to seek the advantages of decentralized suburban communities. Improved transportation facilities, a part of most city development programs, will further encourage this movement.

Having considered the needs and wants of the American people, the next major question concerns their habits. During the last fifty years these habits have changed, and with them have changed the requirements in shelter. The 11th census, taken in 1890, showed that the average family consisted of the mother and father with three children. The 16th census, conducted in 1940, revealed that it included only the mother and father with one child. Where a city would have required only 20,000 family units in 1890, it would have required over 33,000 units in 1940. Furthermore, the size and layout of the 1940 units would be quite different from those in 1890.

The home of the early 1900's was much more than a place that provided shelter. It served as a manufacturing plant. Here the housewife did her knitting, sewing, laundry work, preserving and other essential household tasks, which were done in the home or not at all. Homes of those days provided for these tasks and were designed to suit the people's habits.

In 1940 a small neighborhood business concerns took care of the laundry, local stores furnished the clothing and the development of canned goods had largely replaced home preserving. Such developments as this have had a direct influence on the changes of the people's habits and the design of the homes in which they live. Kitchens have become smaller, sewing rooms have been eliminated, laundries are more compact.

The automobile during the last thirty years has become a major necessity in most households. At first the horseless carriage was built like a stable and the car garage and 20% had a two-car garage. With the re-
Habit trends when planning housing developments. These successful builders and architects carefully study such trends when planning housing developments. These trends are usually pointed out considerably in advance in well-conducted surveys such as American Builder reports on in this article.

Since public attention is now being particularly focused by publicity and propaganda on the low- and moderate-cost home, let us first appraise the possibilities of this segment of the total anticipated building market by examining our prewar experience. In a typical building year the single-family dwelling accounted for about 35% of the grand total. On a national scale, the single family house costing less than $3,000 has been in turn only 1% of the total dollar volume for buildings of all types.

Prospective Owners Confused on Costs

Within a specific survey area, only 3.1% of the single-family dwelling units built in 1940 cost $2,999 or less, according to FHA statistics. In this survey the valuation of the property as a whole. Thus, in the past, the total dollar volume for buildings of all types.

Industry Practices Need Review

The building industry can derive considerable satisfaction from the fact that its business relationships with urban families, based on their experiences and opinions of values, are generally favorable. Nevertheless, it cannot afford to become complacent about this for two reasons: first, because a great many families have had no direct contact or previous experience with building interests as such; and second, because the surveys detected a distinct undertone of dissatisfaction with certain industry methods, practices and values on the part of both past and potential customers.

Fortunately, this unfavorable attitude has not reached the point where it has seriously damaged public good will but, if not counteracted, it may grow and hamper sales opportunities. While no single group in the industry is entirely immune from criticism, merchandising and service methods are among the practices frequently singled out for attack. Although the control of distribution or sales policies at the local retail level is a difficult task, the chief element of resistance to home ownership is cost. Rightly or wrongly, many people are imbued with the idea that it is much cheaper to rent than to own a home. More than 40% of the people interviewed or questioned in some of the surveys felt that the building industry was not particularly successful in reducing prewar building costs, while about the same proportion thought lower prices were the key to the stimulation of housing demand on a large scale. Many revealed skepticism, how...
American Builder, September 1946.

Ever, of the industry’s ability to bring about reductions in the cost of home construction.

It is frequently alleged that building costs are inflexible and are unnecessarily inflated as a result of wasteful and uneconomic practices within the industry itself. Lack of integration, excessive decentralization and specialization, duplication of functions, adherence to rigid traditions, resistance to technical advances or material standardization and the absence of coordination among labor groups are among the items most frequently cited as contributing to high costs. To combat these criticisms the industry must intensify its efforts to eliminate unsound and costly practices wherever they occur.

People are found to be especially critical of material and labor costs. This attitude can eventually create a problem for the building industry. It is confronted with the necessity of changing public thinking on the subject of building costs, where erroneous, or of finding a way to bridge the gap between the prices people say they will pay for the house they want and its actual cost. In either event, extensive public relations provide a necessary tool that can be used to advantage in achieving the proper objective.

Surveys Point Up Wants of Home Owners

The surveys on which this article is based were all national in scope although varying techniques were used in the survey process, and different segments of the population, both from the standpoint of economic level and geographic location, were covered. Regardless, similar questions asked of families having like characteristics developed remarkably uniform replies, showing that thinking about home ownership follows fairly well defined lines.

In its extensive survey among readers, Parents’ Magazine mailed 13,766 questionnaires entitled “What Kind of Postwar Home Do you Want?” A total of 3,653 replies were received—a 26.5% return to the survey. When queried about the number of stories wanted the answers yielded a predominant preference for a one-story house (44.2%) by those who plan to build; 22.7% of this group want a one and one-half story home; 27.8% replied that they want two or more stories. In the category of those who plan to buy or remodel the percentages were somewhat different, as can be seen from the chart in the upper left corner of the opposite page.

Because in all of the surveys some of the respondents gave more than one answer, indicated that they “don’t know” or failed to answer the question, there will be seeming discrepancies between the number of replies, either numerically or percentage-wise, and the total number of interviews, questionnaires, or a one hundred per cent coverage.

The Curtis Publishing Company’s “Urban Housing Study,” based on complete interviews with 4,007 separate families located in 35 states and 118 urban centers of population, found opinion widely diversified on the question of style of architecture. Accounting for this by the fact that climatic and geographical differences strongly influence desires it revealed that: (see chart, opposite page, lower right) 18.8% prefer a Colonial or Early American style of architecture; 17.1% want a bungalow, 11.8% lean toward the modern in design; 5.8% mentioned a Cape Cod cottage; 5.3% prefer a ranch-patio combination; 3.4% want an English type house but did not specify the kind; and 8.1% mentioned miscellaneous other architectural designs; 31.9%, however, had no particular style in mind. Present home owners and rent-
72

**Heating Systems Preferred in the New House**

13,204 respondents name their **first** choice, giving 59.3% of their vote to hot air, cleaned and humidified.

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<th>Heating System</th>
<th>Total Answering</th>
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<td>Hot air (cleaned &amp; humidified)</td>
<td>59.3%</td>
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<td>Steam</td>
<td>19.2%</td>
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<tr>
<td>Hot air (direct)</td>
<td>5.5%</td>
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12,805 respondents state their **second** choice, giving 33.1% of their vote to direct hot air.

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<th>Heating System</th>
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<td>Hot air (cleaned &amp; humidified)</td>
<td>20.5%</td>
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<tr>
<td>Steam</td>
<td>19.9%</td>
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<tr>
<td>Hot air (direct)</td>
<td>35.1%</td>
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11,688 respondents name their **third** choice, giving steam 32.6% of their vote.

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<td>Hot air (cleaned &amp; humidified)</td>
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<tr>
<td>Steam</td>
<td>32.6%</td>
</tr>
<tr>
<td>Hot air (direct)</td>
<td>20.5%</td>
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COURTESY OF McCall's Magazine.

ers ranked these styles in the same order and in approximately the same proportions, but the bungalow type house was the outstanding choice of prospective home owners, with the ranch type having the least interest in architectural design. The survey, conducted by the Woman's Home Companion Magazine, returned an unusually high percentage of replies. Three thousand questionnaires were mailed to subscribers throughout the United States. The names were apportioned to conform to the magazine's circulation pattern in regard to city size and geographical location, and names were drawn at random: 1,935, or 65%, of the questionnaires mailed were returned. It was learned that the typical house planned by prospective home owners will have six rooms with three bedrooms, one bathroom, and one extra lavatory. The chart shown on the preceding page (top) details these answers. To be noted is the fact that 35% want six rooms, exclusive of the bath; 64% want one bathroom and 31% want two; 53% express a desire for three bedrooms while about one-third of the respondents will be satisfied with two bedrooms; and, 52% also want an extra lavatory. A high percentage, 39%, failed to answer this question, indicating a lack of knowledge of this added convenience, or feeling that the extra expense would not be justified.

Any adequate market survey should include some idea of the way consumers will spend the price for the product. Housing is no exception. Accordingly, when families interviewed in The Curtis Publishing Company survey were asked, "What price house do you expect to buy or build?" the responses showed that the principal demand was for a moderately priced home, (see chart at bottom of preceding page), and that 45% expected to pay less than $3,000; 16.1% stated they would pay from $3,000 to $4,499; 25% from $4,500 to $5,999; 21.8% from $6,000 to 7,499; 11.3% from $7,500 to $9,999; 10.5% will pay more than $10,000; while 10.8% gave no indication. The price of the house, it was determined, also shows a very definite relationship to income, increasing as the level of the family purchasing power rises.

The median estimated price all prospective home owners expect to pay is $5,943, but those who expect to build or purchase a brand new house plan to spend $6,223 or about $300 more than the overall figure. Land value is an important factor influencing urban housing costs, and some allowance must be made for this element in analyzing these price structures. The Curtis Publishing Company ascertained that 24.1% of the prospective home owners do not include the cost of the land in their price estimates, and 11.6% didn't know, but 64.3% said the price included land cost. A majority of those having a definite idea on land values felt it makes up between 10% and 20% of the total costs. Because of wide local variations in land values, adjustments in prices were not attempted. It was clearly apparent, however, that the building industry cannot formulate a price policy based on the results of a survey without considering land values.

**Heating System Wants Vary**

"The American Woman's Home of Tomorrow," a contest sponsored by McCall's magazine, was developed around a 10-page questionnaire. Being entirely voluntary it was interesting to find that nearly 50,000 requests for contest entry blanks were received, and doubly so to find further that 18,580 were so interested in prospective home ownership that they completed the detailed form. House heating proved to be an important item in the plans of the prospective home owners competing in the McCall contest. In a three-way question designed to obtain information on the type of heating system desired for the new house, respondents were asked to indicate first, second and third choices. The preferences, shown in the chart to the left, revealed that of 13,204 respondents, 59.3% want hot air, cleaned and humidified; 12,805 named their second choice as direct hot air by giving it 35.1% of their vote; and 11,688 said that steam was their preference by a 32.6% vote. In the overall vote the percentage totals rank as follows: Hot air, cleaned and humidified, 31.8%; steam, 23.6%; hot air, direct, 20.2%; vapor, 18.6%; hot water, 4.5%; and all others, 1.3%.

It must be remembered that geographic and climatic differences and local fuel costs affect consumer choices both with respect to the type of system and equipment installed. In the same questionnaire, 96% of 14,132 respondents gave an affirmative answer to the question: "Will you install thermostatic controls in the new house?" When asked: "Have you heard of radiant heating?" it was found that 69.9% of those replying to the query said they
had; 30.1% said they had not. And, on the same subject, 86% of 9,952 respondents said "Yes" to the question: "Are you interested in radiant heating?"

The Curtis Publishing Company survey inquired about the type of house heating equipment preferred. It was learned that nearly all the prospective home owners favored a central system. Relative preferences indicate that 35.1% want a gas furnace, 29.5% an oil furnace, 23.8% a coal furnace, 3.9% an electric furnace, and 3.1% a space heater; a few mentioned other types or gave no preference. More than three-fourths of those indicating preference for a coal furnace stated they also wanted it equipped with a mechanical stoker, interest in this item of equipment being quite high for all economic levels of prospective home owners but increasing slightly with income. This survey also disclosed that preferences for house heating equipment shift with income, those in the lower income brackets being more partial to the coal furnace, while those in the upper brackets favor the gas and oil furnace. Whatever the cause, this fact has important market implications.

The Parents' Magazine Home Building Survey questioned its respondents about where they wanted the laundry, and 85.3% indicated a desire for a special room (see chart opposite page). When queried where they wanted it if space requirements necessitated the use of dual-purpose rooms, 46% voted for the laundry in the basement and 51.2% wanted it on the first floor. This latter group gave the following choices as to combinations: 41.1% prefer the laundry in a utility room, 51.1% combined with the kitchen, 23.1% said in or near the garage, and 5% gave some other preference or don't know.

The growth of the dual-purpose room in popularity among prospective home owners is reflected by the reply to the question asked as to how many planned to have dual-purpose rooms. One or more such rooms were wanted by 64.6%. Of these, 68% want one dual-purpose room. 27% want two dual-purpose rooms, 4.2% want three, 0.3% want four, and a smaller fractional number, 0.1%, want five dual-purpose rooms. Another significant point with regard to the dual-purpose room is the fact that in the same survey 67.6% stated that they plan to have a separate dining room, 30.7% preferred the combination of dining room with another use—presumably the living room—and less than 2% didn't know.

Kitchen Eating Place Popular

That there is a definite trend toward kitchens with eating facilities and specifically kitchens with built-in tables and ovens is pointed out in the Parents' Magazine survey (see chart, right, above). Notable is the finding that 93% of those who plan to build want an eating place in the kitchen; 96.3% of those planning to buy want one; and 85.9% of those planning to remodel want one also. While a built-in table and benches rate highest with those who want a kitchen eating place, the counter and eating bar and the customary snack and breakfast dining furniture enjoy wide popularity among all groups of home owners.

It became apparent during the course of the surveys that people expect a number of changes in housing design and appearance. But radical are their ideas? What do they mean by modern improvements, innovations in building, and so on? Several of the surveys endeavored to find out what the people had in mind when they talked about new developments in home building.

Among these was the question of windows. Parents’ Magazine wanted to know how many windows were wanted; for which rooms larger than average windows would be desirable; whether corner windows are popular and for which rooms? The chart to the right (center) reveals the answers to these questions. The answers are predominantly in the affirmative on the queries regarding number and size; that corner windows are “liked”; that they will be a part of the prospective home; and that they will be used in all rooms.

The Curtis Publishing Company's survey inquired about the features prospective home owners would like included in design. They found that certain features of house design have less appeal than others. From one-third to about one-half of those interviewed indicated that recreation rooms, vestibules, attics, sun rooms, libraries, and center hallways are unessential. A majority, however, regard basements, dining rooms, porches, laundry rooms, cedar closets and fireplaces as desirable and necessary.
Wood, Brick and Glass Give Unique Character to

DRAWINGS show layout of first floor and finished rooms in basement, as well as details of flower box and shelving below window.

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Country Home

A. M. Runtz, Architect

Some strikingly unconventional features were incorporated by A. M. Runtz, Portland (Ore.) architect, in a home for his own occupancy built across the Columbia River near Vancouver, Wash. It shows how available materials can be utilized and combined under today's spirit of freedom for a delightfully comfortable and altogether modern home.

The exterior is of beveled cedar siding, stained, together with Roman brick for the fireplace corner, and considerable glass area double glazed. It is a large, rambling, two-bedroom house, plus utility room and double garage on the main floor and a big recreation room, study and hobby work room on the lower level.
Every Window Frames
A Western Landscape

An attempt to capture an unparalleled mountain view has influenced the design of this western ranch house.
DESIGNED for a family with several children, this house located in Denver, Colo., has been planned to make the most of the magnificent view of Longs Peak which forms a part of the great Rocky Mountain chain.

B. G. Morriss, a contractor of long standing in this community, designed and built the house after a prolonged visit to California where he had come in contact with the ranch house idea. This house is part of a group development called Clermont Park, all designed and built by him.

The house shown on these pages and owned by W. E. Blomgren cannot be pigeon-holed and placed in any particular architectural niche, but rather is a borrowing of ideas from several different types, the result being a house that is pleasing and livable and particularly adaptable to its environment. The large picture window which frames the mountain view beyond is the dominant feature of the house. With more careful consideration, it is thought that the designer might have eliminated many of the separate roof projections, especially over the bay windows, by integrating them with the main roof.

The main walls of the house are constructed of 8-inch thick common brick painted white with a contrasting color on the trim. The roof and shutters as well as the friendly from door boast gay colors. In summer bright awnings accentuate colors of the roof and shutters. This house contains six main rooms and two baths on the first floor, as well as a two car garage and several smaller units. Basement is provided with a maid's room and bath, large recreation room, boiler and laundry.
A COMBINATION of Lannon stone in blended shades, brick and wood siding, makes this ranch house extremely attractive.

A "Chicagoland" Ranch House

C. TACKETT, large scale developer of homes in the Chicago area, is now constructing a group of ranch houses in his new development called Scarsdale Estates, a suburb of Arlington Heights, of which the above house is a part.

Employing traditional motifs and adhering to tried and accepted standards, this contractor has designed and built a house that is nicely proportioned with the various units well related to each other. The exterior is faced with a combination of Lannon stone in variegated shades and brick with wood siding in the gable ends.

In spite of the overall size of the house, the rooms are all in proper relation to each other. Access from the garage to foyer is excellent. The porch exposure is away from the street, and adjoining the dining room which invites serving of meals during the hot weather. Separation of the bedrooms and baths from the balance of house has been nicely handled. Basement under the entire house provides for all necessary utilities, as well as additional storage and recreational facilities.
General and Mrs. Mark W. Clark have selected this informal ranch house to be built on a site which slopes gently toward the waters of Puget Sound.

A Four-Star Veteran Plans to Build

William Arild Johnson, A.I.A., and Associates, who designed this house, have planned a number of ranch houses around the Northwest.

This rambling house is to be located on property which General Clark has owned for several years on the west shore of Camano Island, near Stanwood, Wash. The view shown here is the approach side and reveals few and small windows. The side facing the sound will be liberally provided with plate glass windows. Every room in the house except the enclosed porch has an unobstructed view of Puget Sound, the Olympic Mountains and the San Juan Islands.

The house is of all wood construction, with wide boards and battens on the exterior. Considerable wood paneling will be used on interior walls. The living room will have an unusually high ceiling with an open truss effect and clerestory windows over the enclosed porch. Windows on the porch will be removable so that in mild weather it may be used as a semi-outdoor living room.

There will be a basement under the living and dining rooms only, to accommodate a heating unit and also to provide storage space. Plans call for the addition later of a horse barn to the end of the two-car garage that will emphasize the rambling appearance of this western-style home.
In an outlying section of New York City private builders are erecting a $2,500,000 housing project of attached dwellings that will form a self-contained community for war veterans.

When completed by Rossbach Honfes, Inc., a new building enterprise, the village-within-a-city at Flushing, Long Island, will provide homes for about 250 families. The project, covering an area of six city blocks, will include all the stores and shops needed by its residents.

The one-family homes, which are selling faster than they can be completed, are being built in units of eighteen attached dwellings. Each two-story house is designed to a functional floor plan of 5½ rooms and is made distinctive by variations of six different exterior designs.

Construction of the project under HH priorities began this spring, and the first two eighteen-house units are nearing completion. Weather and the uncertainties of material supply have delayed progress by more than a month.

Two men, experts in their respective fields, are behind the project. They are Walter S. Rossbach, president of the firm and a prominent New York realtor, and Robert Podgur, veteran builder of Manhattan apartment houses. Their architect is B. H. Whinston, a small-home specialist.

In combining their talents, Mr. Rossbach and Mr. Podgur have sought to provide veterans with the best money's worth commensurate with today's prices and costs. Hence they are incorporating into the homes...
Nearing completion, the first row of eighteen homes in the Rosbach project is a complete sell-out to war veterans.

Veterans in a New Self-Contained Community

Rooms of generous size and facilities, plus a number of unusual features. Some of the factors which add to livability and value of these houses include: (1) A garage at grade level; (2) First-floor powder room; (3) Glass block in fenestration; (4) Large rooms and closets; (5) Brass plumbing and copper rain spouts and gutters; (6) Gas-fired hot water heating system.

To place the garages at street-level and thus avoid easements and space-wasting driveways, the architect placed the large living rooms, kitchens and dining areas in the rear. These are designed on an open plan and overlook a 20x35-foot garden at the rear of each house.

Adjoining the garages at the front of all homes, which are built fifteen feet from the curb, are stairways to the second floor and to the finished basement. A large guest closet and powder room are opposite the inside entrance to the garage, which is equipped with an upward-acting door.

On the second floor each home has three large bedrooms, each equipped with a spacious clothes closet. The tile bathroom, which has no exterior walls, is daylighted and ventilated by a skylight.

The project, scheduled for completion within eighteen months, is being financed by the Dime Savings Bank of Brooklyn which is also taking the 25-year mortgages of the purchasers. Veterans who buy the homes will pay $52.80 per month to amortize the loans obtained under the G.I. Bill of Rights. Taxes will amount to about $180 a year.

Included in the purchase price of $9,990 for each house is a fully-equipped kitchen.

The shopping center to house stores and other service buildings will be constructed when the housing is completed. It will be designed to harmonize with the project's architecture. The whole project will provide modern homes with a country atmosphere within a nickel subway ride of Times Square, New York City.
LONG, low, sweeping lines emphasize the horizontal aspect of this house. The view above was taken from the corner.

**Designed for a Corner Location**

This house of the month with its irregular plan is ideally suited for an outside city lot.

OUT along the fringes of Denver, Colo., often referred to as the "City of Homes," Don E. Vestal Co., builders, started last November a program of fourteen rambling one-story houses of which nine have been completed and sold. These houses have ranged in cost from $10,000 to $28,000.

In addition to the above program, this builder has embarked upon a project composed of twenty G.I. houses that are now well under way. If the labor and material shortages are eased soon, he expects to complete the entire thirty-four houses this year.

The house shown by photographs and blueprints on this and the opposite page is one of the best of the original group of fourteen. Securely rooted to the ground through the effect obtained by its low horizontal lines, this house with its restraining touches of tradition presents a pleasing appearance. An interesting effect is obtained on one wall by the application of siding from sill to cornice. Within the house, rooms have a modern, open arrangement that gives full consideration to sunlight, view, use, and traffic control.
First Floor Plan

Basement Plan

GARAGE

BEDROOM

BATH

STOOP

HALL

KITCHEN

ALCOVE

UNEXCAVATED

FLUE

GAS

W.H.

HEATER ROOM

UNEXCAVATED

LAUNDRY

UNEXCAVATED
TYPICAL WALL SECTION

DESIGN NO. AB 110

AMERICAN BUILDER BLUE PRINT SERIES

Designed By

DON VESTAL
Designer & Builder

Denver, Colorado

Simmons-Boardman Pub Corp. 105 W Adams St. Chicago, Ill.
EDITORIAL

A newspaper article has published a story about a local real estate agency. The article claims that a recent increase in sales is due to a new marketing campaign. However, close examination of the agency's records shows that the increase was due to an error in the accounting system. The agency's management is reviewing the situation to correct the mistake.

The editor of the newspaper is concerned about the accuracy of the reporting and has decided to conduct a more thorough investigation. The article includes a chart showing the sales figures over the past year, comparing the actual figures with the adjusted figures. The editor plans to publish a follow-up article that will provide more detailed information about the incident.

The newspaper has also received a complaint from a local resident who claims that the agency has sold them a house with structural problems. The resident has requested a refund and is considering legal action. The newspaper is investigating the complaint and plans to publish a story on the issue in the upcoming edition.

In conclusion, the newspaper is committed to providing accurate and reliable information to its readers. The editor and staff are working to ensure that the newspaper's reporting is fair and balanced, and that the readers are informed of the truth.

The Editor
It's a Matter of Record

Facts previously suppressed by NHA published in the Congressional Record of July 27 verify American Builder's repeated claims that Wilson Wyatt and the American public have been duped by fictitious statistics and propaganda issued by public housers.

Editorially, American Builder has insisted for months that Wilson Wyatt was duped into believing that a national housing emergency existed, and that he was the victim of fictitious statistics cooked up by NHA for the purpose of furthering that agency's public housing schemes. The editor of American Builder supplemented the magazine's editorials by telling the facts over national and wide territorial radio hook-ups, and by telling some of the facts briefly in a "March of Time" newsreel. The editors of American Builder knew, without statistics which Senator Wherry of Nebraska charges were withheld by NHA, that no national housing emergency existed, and claimed that the condition was one of acute local housing shortages that could be corrected by the home building industry, and would have been corrected by builders if Chester Bowles had been upon reason- able price control instead of profit control; and if Wyatt had turned a deaf ear to NHA propaganda and busied himself with learning the real story of housing needs.

The following excerpts from American Builder editorials are indicative of the stand taken. American Builder said in an editorial appearing on page 75 of the April issue, "The program [Wyatt's] was based on data and conclusions supplied by government agencies and bureaus whose real objectives are not housing for veterans and others, but regimentation and socialization of the housing industry through allocations, continuance of price and profit controls, and expansion of public housing activities. It was built essentially on three false claims. The first of these is that there is a great national housing emergency which can be relieved only by more legislation and tighter government control of the housing industry... Examination of the facts concerning an alleged national housing emergency shows that there are acute local housing shortages in many communities, and a nationwide shortage of new, desirable housing without a nationwide shortage of total housing... There is nothing in the record of actual facts showing that there is a nationwide acute shortage demanding the hysterical and demoralizing action proposed by Wyatt."

American Builder said on page 59 of the May issue, "In his report, Wyatt said, 'I have examined the principal available data.' Industry wondered what the principal available data was, and how Wyatt or any other novice in the building industry could compose the report from scratch in five weeks. The answers came in March through publication of a letter which Chester Bowles wrote to Wyatt at the time Wyatt arrived in Washington. The letter, with the exception of the subsidies feature and some minor items, was what on Feb. 7 became the Veterans' Emergency Housing Program. Thus, the principal available data came from Chester Bowles. Therefore, since the Bowles letter, which was accepted by Wyatt as his so-called housing program, is so full of NHA terms and data that are at least questionable, it is in the public interest to ask that a Congressional committee investigate the entire obscure proceeding, find out just what is going on between Bowles, Wyatt and the NHA, and find out who is trying to use Wyatt and for what purpose they are trying to use him."

On page 75 of the June issue, American Builder said, "What was the situation then? [Jan. 1, 1946.] There were two million unoccupied dwelling units, at least three-fourths of which could have been made into desirable sales and rental properties with relatively little repair and modernization... What was the situation on May 1? Builders had stepped up their operations from a rate of 750,000 new units a year at the end of 1945 to 1,200,000 units a year by April 26, 1946. There was no housing emergency at the beginning of 1946."

On the subject of propaganda, American Builder had this to say on page 55 of the August issue: "How was all of this [the near victory of the public housers in the last six months] possible? Well, it is reported reliably that there are 22,000 public relations men in government, 100 of them in OPA and 97 of them in NHA. All they have to do, at taxpayers' expense, is write propaganda. It is used by Wyatt, Bowles and others, who seem to have free and easy access to all the radio time they want; it is used by various government officials (Wyatt in July stumping for the W-E-T bill) who find time to tour the country on personalized propaganda campaigns; it floods the offices of newspaper and magazine editors; and it appears by the ream in the offices of Congressmen."

The myth of the housing emergency finally has been officially exploded, and NHA is sufficiently suspect of duplicity and under-cover plotting against private industry to warrant a thorough Congressional investigation at the earliest possible moment.

As complete and irrefutable verification of what American Builder has repeatedly claimed are statements by Senator Wherry, Nebraska, and Senator Ferguson, Michigan, together with statistics prepared by the Bureau of the Census and withheld by NHA during Congressional debates on housing. all published on pages 10377-10387 of the July 27 issue of the Congressional Record — Senate. The following is quoted from Senator Wherry's remarks:

"Last fall, the President of the United States told the Nation that 5,000,000 new homes were needed in this country. The National Housing Agency, which among other things is interested in building up a case for a huge public housing program, backed up the President with a statistical statement purporting to show that 4,600,000 homes were needed.

Then a new face came among us, a Housing Expediter, who also is Administrator of the National Housing Agency. Soon we were told that there was an urgent need for 2,700,000 new homes for veterans alone. This figure also was backed up with an impressive statistical analysis.

"It will be recalled that I asked in the debate how many homes were (Continued to page 152)
THE simplicity, charm and beauty associated with early Colonial architecture are captured in this distinctive two-story Cape Cod.

A "World's Fair" of Demonstration Homes

A PROGRAM of test house construction on a scale of unequalled magnitude is nearing completion in Ingersoll Village, Kalamazoo, Mich., to demonstrate and determine the flexibility and create a "living" showroom of the utility unit recently introduced by the Ingersoll Steel Division, Borg-Warner Corporation, for housing, particularly low-cost housing. (American Builder, Feb. '46, p. 98.)

Seven nationally known architects were selected for this unique task. Their assignment was to take the consolidation of utilities, fixtures and appliances, and design conventional homes around it. It was believed that the unit, combining as it does the facilities for the kitchen, laundry, bathroom, household heating and other services, offered an opportunity for economies beyond the savings which mass production of the unit itself are expected to make possible. This was quickly confirmed by the architects.

The group of architects includes Alden B. Dow, Midland, Mich.; Harwell Hamilton Harris, Los Angeles; George Fred Keck, Chicago; Edward D. Stone, Great Neck, Long Island; Hugh Stubbins, Jr., Belmont, Mass.; Royal Barry Wills, Boston; and L. Morgan Yost, Kenilworth, Ill.

This group contributed nine plans. Three other plans were contributed by J. Fletcher Lankton, Peoria, Ill., the originator of the utility unit idea. These comprise the plans for the twelve houses in the development. The program was in charge of Ralph Gulley, New York architectural consultant, who is on the staff of Donald Deskey and Associates, which firm styled the unit.

It is probably the first time in architectural history that men of such prominence and renown have joined to
The fireplace wall, with cupboards and bookcase of simple design, adds beauty to this end of the bright living-dining room.

**At Ingersoll Village**

Architect Royal Barry Wills designs a two-story, three-bedroom, Cape Cod Colonial suitable for the average family.

Plans layout to capitalize on the advantages of modern mechanical equipment.

The **COMPACT kitchen provides for dining as well as laundry while having an unusual amount of convenient cabinet space.**
THE wide eaves, gentle roof slopes, and sloping window walls and ceilings are features of the Dow house.

**Architect Alden B. Dow creates an interesting modern by combining outward sloping walls with a flexible interior**

work out their respective small home ideas virtually side by side. For that reason, the whole experiment is commanding attention from the nation's builders.

As a site for the project, a picturesque rolling section outside Kalamazoo was chosen. Here the designs of these architectural leaders have been blended into a harmonious whole by landscape architects Clarke, Rapuano and Holleran.

Many of the houses have features in common. All are without basements and all but one have pitched roofs. Practically all seek interior flexibility through more efficient arrangement of wall partitions. Most strive for spaciousness within narrow limits, and for a close link between house and site. The living areas are placed to provide maximum privacy. The test houses reflect, in other words, the best that is being thought and done in small home architecture.

The Royal Barry Wills Cape Cod Colonial, shown on the preceding pages, follows his familiar custom of white clapboard, green shutters and pitched roof. The garage is joined to the main building by a narrow, roofed-over porch fronting on an entry court with a white picket fence. In keeping with the developing trend toward placing living areas in the rear for greater privacy wherever possible, Wills has put the utility unit at the front of the house and arranged his living-dining space to open out on a garden at the rear. There are two bedrooms on the first floor and another on the second, where he has also placed an additional bathroom, a dressing room and extra storage space. Cubage of the Wills house is figured at 12,233 feet.

The Dow house, shown here, was designed to accomplish spaciousness within very narrow limits and also supplies a design adding two bedrooms. Outward sloping window walls and a flexible interior without the usual partitions are two important elements in his basic pattern. For interior flexibility, bedroom partitions can be moved back and forth without major alterations.
THIS interior view shows living room corner fireplace.

Living room, dining room and kitchen have been closely coordinated in order to make use of the space. Kitchen and laundry are separated within that area by door-height cabinets, counters and shelves. The back of one cabinet supplies the wall for the living room.

With the same aim, Dow allowed his main ceilings to follow the line of the low-pitched roof. Roof rafters are exposed for economy's sake and to enhance design. It is to be noted that he has incorporated adequate areas for closets, wardrobes and drawers. The screened porch has a storage closet for card tables, folding chairs and similar items. The concentration of window and wall...
Architect Hugh Stubbins, Jr., achieves spaciousness within a confined area by linking indoors and outdoors through skillful integration of these areas.

The attractive, practical courtyard of the expanded areas on the exterior makes a highly effective background for landscaping. Cubage of the Dow basic unit is 11,697 feet, of the expanded unit, 16,407 feet.

The Stubbins’ designs, appearing on these pages, are skillfully handled in meeting the problem of a growing family. In the basic unit (opposite) the living, dining and sleeping areas would be suitable only for a small family; expanded, it provides all the facilities necessary for a family with young children. In the latter, the main bedroom is a separate entity instead of being melted into other areas as in the basic unit. The former, the smallest of the Ingersoll village homes, has a cubage of 9,941 feet, while the expanded plan has 16,262.

Floor Plan

This plan shows expanded version of the Stubbins' house. The expansion is simply an extension of basic design.
version of the Stubbins' design is accomplished by simple combination of arbors and masonry wall, between garage and main house.

Expansible house design is adaptable to the requirements of a growing family

IN the basic design (right), the living, dining and sleeping areas are more or less open to one another but can be screened off by curtains and other devices. Note how courtyard wall penetrates the plan to create a small entry with closet space.

SHOWN above is the curtained sleeping portion of the living-dining-sleeping area of the Stubbins' minimal plan.

ABOVE: Top photograph pictures basic unit of Stubbins' design. Lower view shows courtyard formed by arbor and masonry wall.
Putting Quality and Individuality into

Moderate-priced seven-house project in Ann Arbor, Michigan, being completed by builder who veers away from monotony in both exterior and interior design

ADHERING strictly to conventional methods, but incorporating the newest in equipment and conveniences, Eugene H. Hannah of the Hannah Construction Co., Ann Arbor, Mich., is well along on a seven-house project which emphasizes quality and individuality in the medium price range.

These five, six and seven-room homes are all located on one side of the same block. Each of the seven homes has a distinctive exterior which is entirely different from any other in the same project. A different interior plan has also been used in each home so that no two of them are similar.

Exteriors have been varied in an interesting way, not only by the use of different designs, but also by utilizing good judgment in varying combinations of wide and narrow bevel siding, along with several different types of brick. In several of the houses large plate glass windows have been used to good advantage, not only to add to the distinctive exteriors, but to enhance the charm and livability of interiors. When construction of the homes is completed, expert landscaping will place each home in an individual setting of shrubs and trees.

The designer, Robert Hallis, and Mr. Hannah, the builder, are firm believers in good construction. An examination of these homes proves their good intentions. Both rough and finish hardware is of top quality, not only to add to the distinctive exteriors, but to enhance the charm and livability of interiors. When construction of the homes is completed, expert landscaping will place each home in an individual setting of shrubs and trees.

The plumbing and heating system in each house embraces the best quality available in both workmanship and material. Every house is
The project's two-story houses are on a Street of Medium-Priced Homes. The open planning of the lower floor rooms in this house has public appeal. One of the most popular homes on the street is this conservative modern. The distinctive second-floor front is noted. The center entrance, large living room, study, and breakfast room with sliding doors between it and living room, feature this house. Second floor provides three bedrooms and one bath.
THE gable treatment and large plate glass window in the living room of this five-room modified Cape Cod add a distinctive note of spaciousness to the exterior appearance. The simple room arrangement fits this house to meet the needs of the average family.

equipped with an automatic gas or oil fired forced circulation hot air furnace. An electric or gas automatic hot water heater is also part of the completed job on each of these homes. In some of the houses, Mr. Hannah also installed gas or electric cooking ranges and refrigerators as well as kitchen ventilating fans. All houses have full basements.

The charm and moderate individuality of the interior of each of the houses is the result of the work of Mrs. Robert Hallis, wife of the designer. Because Mrs. Hallis is a professional interior decorator, buyers of the houses built by Mr. Hannah are assured of the ultimate in interior decoration.

Even though all these houses were sold before they were completed Mr. Hannah built all the quality and livability into them that he would have in a highly competitive market. Because he plans to be in business after the current sellers’ market is a matter of history, he intends to maintain this policy to protect the future of his enterprise.

Mr. Hannah and Mr. Hallis now own the block across the street from their present development and plan to continue the construction there of homes similar to those in this group.

Mr. Hannah says, “I have found it pays to use standard brands of advertised products in the homes I build. Home seekers are keenly aware of quality in materials, equipment and workmanship, and in a competitive market built-in quality makes selling easier.”
Appointments and equipment in the Hannah houses meet today's requirements

GOOD taste in the selection and installation of kitchen cabinets, closets, shelves, and other storage facilities adds materially to the attractiveness and desirability of these homes. At right is a partial view of one of the kitchens and dinettes. Sliding doors are installed for use in closing that portion of the house from other quarters. Below, right, is one of the all-red cedar kitchen cabinet jobs finished in natural wood. At far right is a built-in phonograph record cabinet which also acts as a partition between the entrance and the living room of one of these attractive houses.

BELOW is a partial list of the materials and equipment used in the construction of these houses: Im and Ruberoid shingles; Perfection oak flooring; Pratt & Lambert paint; Surface Combustion and Janitrol furnaces; Minneapolis Honeywell regulators; Hart & Cooley and Airflow registers; Corbin locks; National and McKinney hardware; Standard, Eljer, Crane and Briggs plumbing fixtures; Pittsburgh plate glass in view windows; Pennvernon and Lustraglas window glass; Douglas fir plywood in cabinets and for subflooring and under linoleum; Curtis and Andersen millwork; A. O. Smith water heaters; Electrovent kitchen ventilating fans; Donley fireplace dampers.
A well-planned small restaurant can appeal to the man in overalls as well as to the man in a top hat.

"Riker's sales formula has always been to appeal to the man in the street as well as the man in the cab," says Edward I. Wechsler, secretary of Restaurant Associates, which operates Riker's chain of eating places. "When we remodeled our Greenwich Village, New York City, establishment we tried, of course, to make it more attractive. We were concerned, frankly, that we might improve it too much, and 'scare off' some of our trade. But we have been pleasantly surprised.

"Customers still come dressed in overalls, and they come dressed in top hats, too. The increase in business since remodeling has been so great that we are now running the Greenwich Village branch on a 24-hour-a-day, seven-day-a-week basis. More important, we are using it as a basic model on which to plan all future remodeling work of the other links in our restaurant chain."

As a remodeled eating place, or as a plan for a new structure, the layout of Riker's Greenwich Village branch...

THE overhead panels contain lighting and carry air conditioning and exhaust ducts.

BLACK tile provides an attractive background for the stainless steel equipment. Blue and buff striped tile add a distinctive note.
Most of an Eleven-Foot Frontage

designed and engineered by Daniel Laitin, architect, and Mark J. Joseph, engineer, is worthy of study by builders whose trade is likely to take them into this type of construction work in cities or towns of any size, anywhere in the country. While eating tastes may change from town to country, the appeal of neat and sanitary surroundings in which to satisfy the inner man is universal.

As will appear from the plan at lower right, in remodeling the existing structure to best advantage the door of an adjoining apartment house was pushed back eight feet to provide a common entrance, and to present a wider expanse of glass front through which the attractive interior would offer its appeal to the passerby. Glass block was used on either side of the restaurant entrance door, and a glass mirror the length of the rear wall of the room itself adds a definite note of spaciousness to the whole interior.

Other wall surfaces are done in buff and cerulean blue ceramic tile, set at an interesting sixty-degree angle. The same theme is carried out on the counter front.

Riker's, according to Mr. Wechsler, long has realized the psychological advantage of having all cooking facilities behind the counter where the customer can see them, rather than in a separate kitchen, and this was done in the remodeled Greenwich Village branch. Air conditioning, and exhaust ducts to carry off the offensive cooking odors, are concealed in overhead panels, along with lighting equipment. The wall behind the cooking counter is of black tile with white grouting. This, Mr. Wechsler declares, is not only impervious to steam and cooking fats with its consequent reduction in labor, maintenance and replacement costs, but also serves as an attractive background for the stainless steel cooking utensils and equipment used.
California Home Builders Conduct Successful Exhibit

Ten-day exposition drew attendance of 103,937 to set record for events of that type in Southern California; fourteen building trades associations sponsored non-profit effort which officials predict will be a permanent Los Angeles show.

THE TWO model homes constructed opposite entrance.

The first annual Construction Industries Exposition and Home Show of Southern California, conducted July 12 to 21 in the Los Angeles Pan-Pacific Auditorium, drew an aggregate attendance of 103,937. This is by far the largest attendance ever recorded for a similar event in Los Angeles, according to Milton J. Brock, Home Show president, who is a leading Los Angeles builder and treasurer of the National Association of Home Builders.

Two model G.I. homes located opposite the main auditorium were feature attractions. A total of 89,300 persons visited these two houses and 59,000 of them were questioned as to their preference for the provincial or modern design. Sixty per cent of the 59,000 questioned preferred the provincial and forty per cent expressed preference for the modern. Both homes were of standard, permanent construction over substructure devices which made it relatively simple to move them to residential sites. This was done because the five-room home was given outright by the home show sponsors to Arvil W. Gabbard, 32, a veteran who served twenty months overseas. The six-room house was sold to another veteran for $7,500 far less than the actual construction cost. These winners were selected under the supervision of a committee of judges made up of prominent Los Angeles businessmen and service club leaders.

The home which was given away is...
to the exposition. In the ten-day period the show was open 89,300 persons visited these two G.I. houses.

In the ten-day period the show was open 89,300 persons visited these two G.I. houses.

The tremendous interest of the public in home building and the displays of appliances and equipment is evidenced by the fact that the 162 national and local exhibitors distributed more than 800,000 pieces of merchandising literature. One exhibitor, a Culver City stove manufacturer, alone gave away 69,000 souvenirs in the form of cast steel griddles. The booth operated by the Veterans' Administration fulfilled more than 20,000 requests from former servicemen for information on G.I. home loans.

"So successful has been this first postwar home show, in the face of handicaps and obstacles thrown up by retarded reconversion and limited production," said President Brock, "that the sponsoring organizations already have decided to make the event an annual feature in Los Angeles."

In citing attendance and other figures reflecting the great popular appeal of the show, Mr. Brock pointed out that the auditorium was open only eleven hours daily, from noon to 11 p.m. for a ten-day period.

Sponsors of the non-profit event were the Los Angeles Chamber of Commerce and the fourteen building trades associations in Southern California.

EXTERIOR VIEW and floor plan of the five-room modern home for which forty per cent of those interviewed expressed preference.
AN eight-foot Earle Unit Kitchen showing dish dryer in use.

A SIX-FOOT four-inch “One-Wall Unit.”

All-Metal, Compact One-Wall Unit Kitchen

combining refrigerator, stove and sink with storage space

A NEW, compact one-wall unit kitchen consisting of an L-shaped refrigerator, a standard stove, sink, dish dryer, cabinet space and counter has been designed by Guyon L. C. Earle, a Long Island builder. Mr. Earle already has been granted more than a dozen patents and approximately thirty are pending.

The units, made of aluminum except for the stainless steel counter and sink, will be produced in four different lengths by the Reynolds Metals Co.

Outstanding feature of this new one-wall kitchen unit is the built-in nine cubic foot L-shaped refrigerator, which is so efficient it uses about the same kilowatt consumption and the same compressor as the standard six-cubic foot box. The use of drawers instead of shelves permits maximum utilization of refrigerator space with a minimum of cold loss when opened.

The four drawers close by gravity when pushed to within one inch of the opening. Waste heat from the compressor is diverted to dry towels and dishes.

The 20 x 20-inch standard four-burner stove is fully insulated throughout and has an oven, broiler, automatic timer and thermostatic temperature control.

The wall cabinets have more and deeper shelves than conventional kitchen cabinets. Because the unit projects farther from the wall, space above the counter and below the overhead cabinets is utilized for storage. Capacity of the four different length models varies from 35 to 80 square feet. By combining the standard Earle cabinet units, any length one-wall kitchen can be designed after the minimum five-foot six-inch space for the refrigerator, stove, and sink has been allotted.

The largest unit provides space for a washing machine.

1. Deeper-than-usual shelves.
2. Dish dryer behind sink.
4. Ice-cube compartment above counter.
5. Small laundry dryer.
6. Full-size gas or electric stove.
7. Adequate drawer space in base cabinet.
8. Stainless steel counter top welded to sink.
9. Cabinets behind counter and below overhead cabinets.

MULTIPLE-HOUSING kitchens back-to-back laid out to accommodate major appliances and cabinets in the conventional manner.

THE same kitchens planned for the One-Wall Units, permitting use of the extra space for table and chairs. The compactness of these units should make them especially valuable to designers and builders of small apartments.
BUILDERS USE NEW ALUMINUM SIDING AND ROOFING

FACED with a critical shortage of many conventional building materials, private industry is once again demonstrating its resourcefulness by developing a promising array of new building materials.

An example is the new aluminum siding and roofing material which boasts of many qualities desirable in an exterior building material; it is applied in the orthodox manner and can be cut with metal cutting saw or ordinary tinsmith shears. The product, Hoess metal siding, roofing and trimming, manufactured by Metal Building Products, Inc., Detroit, Mich., is produced in 4, 6, 8, and 10 in. widths, and lengths of 8, 10 and 12 ft. The wide variety of widths lends itself to almost any building requirement where siding and roofing of a conventional material are used. Cornice and coping fittings complete the line.

The photographs on this page show Hoess metal siding and roofing "on the job." It can be handled by any carpenter or roofer and can be applied directly to the studding on both roof and sidewalls, with blanket insulation in the walls.

The manufacturers point out that the ingenious method of fastening one piece of the material to the other makes an absolutely weatherproof seal. Other features claimed for the new product, besides its ease of application and lasting low cost, are its permanent beauty; its fire protection and insulating qualities; and the fact that the material is weatherproof and vermin-proof.
CONSTRUCTING good miniature model homes for display and demonstration purposes during the past few years has been about as difficult as building a full-size structure. Lack of suitable material to build them has been one of the prime deterrents.

Cognizant of the need for workable miniature model home building material, two brothers, Gene and Robert Koons, 1932 South Florence Place, Tulsa, Okla., have established what is probably the only miniature lumber yard in existence. They are manufacturing and selling standard stock lumber in a wide range of sizes cut to 1/10 actual board foot size. They offer boards from 1 x 2 through 1 x 12 and dimension from 2 x 2 through 2 x 12 in hardwood or softwood. Miniature model home builders may also order 6-inch baseboard, 10-inch bevel siding and 3-inch hardwood flooring, all cut accurately to 1/10 of actual size. They also offer miniature cement blocks for foundations, miniature beams and other components needed for miniature home construction.

Because the lumber is scaled accurately to 1/10 actual size, it is small enough for practical model building, yet large enough to be handled easily and nailed if desired. Half-inch 20-gauge wire brads are available for nailing.

The lumber is all cut on standard machinery jigged up for mass production. When filling orders by mail, each piece is stamped to specify the dimensions of the standard board or structural member it represents.

Gene and Robert Koons call their firm the Miniature Lumbercraft Co. and have adopted the trade name "Min-A-Lum" for their product. All the material required for the construction of an average six or seven room miniature model home may be had for approximately $25. They also offer lumber for miniature furniture.
How to Make an Insulation Spreader

VICTOR P. MAURER, Millwood, Wash., submits this idea which he has found to be practical for spreading dry fill, mineral fill or sawdust insulation.

This spreader distributes the insulation evenly over the area to its required depth, and is very handy in spreading the material in the hard-to-reach spaces.

The insulation is poured between the ceiling joists at a convenient place, and then by rolling the spreader in a back and forth motion between the joists, the material will be spread evenly over the surface.

How to Make a Glue Brush

WALTER J. MERNER, Pequannock, N. J., says: "A glue brush is hard to keep around the shop, and when you do catch up with it, then it is just that hard.

I now use a short piece of metal tubing, ¼ in. in diameter and 6 in. long, into which is placed a short piece of sash cord, leaving about ½ in. of the cord extending beyond the tube.

This makes a swell glue brush and it can be made new again merely by pulling out another ½ in. of the cord and cutting off that part which has become hard."

How to Remove Old Lumber When Wrecking Buildings

JOE TROTTNER, Wabasha, Minn., submits an idea for saving lumber at a time when materials are so hard to get.

"To remove siding or flooring from studs or joists," he says, "it would first be necessary to cut a section of the material from the wall or floor and then drop the section flat on the ground. Place blocks of 2 x 4's along both sides of the studs and pry the studs loose from siding, thus leaving the siding intact. Flooring can be removed in the same manner."

How to Make an Electric Outlet Marker

J. G. CALDWELL, San Mateo, Calif., says: "When nailing up plaster board it is difficult to locate the outlet boxes for switches, plugs, etc.

"To minimize this difficulty I made a marker as shown. A plywood template of the electric outlet box is first made. That is fastened to a wooden square as shown. Place bottom of square on floor, loosen wing nut and slide template up until it covers outlet box. Mark on floor at B. Nail plaster board on wall and replace marker. Scribe around template and cut. This gives exact location. No measuring—no mistakes."

How to Make a Saw Serve as a Square

ED NICKERSON, East Harwich, Mass., suggests that with the addition of a wood strip the saw may be made to serve as a square if it has a straight back.

"In order to do this, rip a piece of oak ½ in. thick, 1 in. wide and 7 in. long down the center for 3½ in. to permit it to straddle the saw blade. Drill hole through oak and saw blade and insert small bolt to hold in place. It can now be used as a square for laying floor or siding."
How to Set Stepping Stones That Don't Wobble

GEORGE T. MANN, Fort Myers, Fla., says: "To set a stepping stone for gardens and lawns excavate a hole approximately the shape of the stone to be used. Allow a margin somewhat deeper than the stone is thick and wide enough at the bottom to insure a good undercut as indicated in the sketch. "Place the stone in the hole level with the existing grade and paddle the backfill well with a hose as you work it under and around the edges of the stone."

How to Cut Wedges on a Power Saw

J. G. CALDWELL, San Mateo, Calif., in submitting this idea, says: "When cutting wedges for form work or for blocking up window sills, etc., I cut the shape of the wedge out of a scrap piece and nail it to the saw table as shown. "Then I cut blocks from 2x6 in. soft lumber about 12 in. long. After I cut one wedge I turn the block over and repeat. This is fast and safe."

How to Make a Door or Window Jack

ROY E. SMITH, Seattle, Wash., in submitting this idea for a door and window jack, says that it is easy to make and the most efficient that he has ever used. "If properly made," he says, "there will be just enough spring in the plywood to grip the door firmly. By placing foot on end of the jack it will allow the door to drop in easily."

S5 for an Idea

HAVE you a job pointer, a short cut or a method of solving some building problem? We are sure you have some time- and labor-saving kink you would like to pass along to the fellow members of your craft. Send us a rough draft of your idea. For any idea submitted which is found suitable for publication, American Builder will pay $5. Address material to Managing Editor, American Builder, 105 W. Adams St., Chicago 3, Ill.
ADJUSTABLE JACK

A new adjustable jack for "off the shelf" selling is being offered by Harris, Inc., 1157 Cleveland Ave., Columbus 3, Ohio.

The jack is designed for use with any 2-in. pipe, new or used, for the support and leveling of sagging floors, weak construction points, sagging porches, etc.

The Harris jack has a 6-in. adjustable screw top and self-centering top and base plates. It can be installed by a home owner and can be used by repair men, contractors, plumbers, engineers and property and industrial maintenance firms.

For easy storing on ordinary store shelves, the jack is packed individually in a package 6½ x 10¾ x 2½ inches. It weighs only 6½ pounds.

COLD PROCESS ROOFING APPLIED BY SPRAY

The Flintkote Company's latest development—successful application of cold process materials, both adhesive and top coating, by spray—was announced recently.

Previous efforts to develop this faster means of assembling built-up roofs always resulted in failure, but by cooperative tests and development between The Flintkote Co. and the spray equipment manufacturers, and the development of two new Flintkote products especially engineered for spray application, the company has now achieved the successful application of cold process materials by spray.

Spray material suitable for handling Flintkote cold process materials is available in one convenient "Package Unit," manufactured by the Alemite Corp.

The Flintkote Co., 30 Rockefeller Plaza, New York 20, N.Y., will supply details.

HAND GRILL TAMPER

Especially suited for the smaller job is the Whitman hand grill tamper. This 5-foot lightweight tamper with mesh surface tamps down the larger aggregate, leaving the finer materials on the surface, resulting in a more dense and compact floor and eliminating the use of dry-topping. It is adjustable for height and collapsible. It is a product of the Whitman Manufacturing Co., 3249 Casitas Ave., Los Angeles 26, Calif.

VACUUM-DRAFT OIL-BURNING FURNACE

A new vacuum-draft oil-burning furnace which eliminates the need for the standard chimney as a draft-creating device has been introduced by the Norge-Heat division of Borg-Warner Corp. The new "chimneyless" furnace, which also filters and humidifies the heated air, is being made available to heating contractors for distribution to home owners.

The furnace is so designed as to create its own draft through use of a suction fan which pulls rather than pushes air through the combustion chamber. According to C. S. Davis, Jr., general manager of Norge-Heat, the furnace is the result of four years of field trials during which some 3,500 of these units were subjected to various trials under all conditions of weather and climate in homes throughout the country.


RADIANT BASEBOARD

A high power radiant baseboard, for heating large areas, or for rooms in which baseboard space is at a minimum, is the newest product developed by the Burnham Boiler Corp., 2 Main St., Irvington, N.Y. It will operate on any hot water, two-pipe steam or vacuum system. As no structural changes are required for its installation, it can be used in modernized buildings as well as in new construction. In old buildings, the radiant baseboard takes the place of wood baseboards. It is 7 in. high and 2 in. thick, and to complete the effect of a baseboard, an ordinary wood molding is installed at the top of the unit.

TIMELY TEMPLATES

Templates to speed up uniform drafting and to give the designer an opportunity to check for clearance and proportion before actually drawing the symbol have been announced by The Timely Products Co., Box 206, Columbus 9, Ohio. They have been named "Timely Templates."

STREAMLINED FLOW CONTROL VALVE

A new streamlined flow control valve which provides a positive method of controlling circulation on a hot water heating system is being made by H. A. Thrush & Co., Peru, Ind.

An opening provided beneath the seat to direct the air and gases to the pressure tank before they are circulated into the system is an exclusive feature of the valve. Another important feature is the adjusting lever provided to manually open the valve to obtain gravity circulation or to completely drain the system.

(Continued to page 110)
EASY UP
EASY DOWN

Manually or with Electric Power
(Illustration shows Power-Operated Door)

4 EXCLUSIVE FEATURES
GIVE EXCEPTIONAL
EASE OF OPERATION TO

RO-WAY
OVERHEAD TYPE DOORS

1 Friction-Reducing Track
Makes rollers ride away from the track sidewall
... provides extra clearance ... gives greater
strength...assures easy, almost effortless operation.

2 "Double-thick Tread" Track Rollers
Each rolling smoothly on seven ball bearings.

3 "Tailor-Made" Power Springs
Each individually "Power-Metered" to give just
the right lift to the weight of the door.

4 "Crow's Foot" Outer Bearing Support
Holds sheave wheel in permanent alignment ... no twist or sag to cause friction or binding.
... and for a fifth plus value, note this—
All Ro-Way Door Hardware is rustproofed by
Parkerizing and painting after fabrication. No
wonder so many architects, builders, and owners are so
completely "sold" on Ro-Way.
For further details, write for
complete catalog.

"The Modern Door for this Modern Age"—Complete and Dependable
Ro-Way Overhead Type Door Sales and Installation Service is
Available Nationwide.

See Our Catalog in Sweet's

ROWE MANUFACTURING CO.
713 Holton Street
Galesburg, Ill., U.S.A.

There's a Ro-Way for every Door way!
A complete new 1946 line of fully automatic fuel oil water heaters has been announced by Duo-Therm Division of the Motor Wheel Corp. Four models comprise the line, all designed in modern streamlined styles and finished in white enamel with contrasting red or black nameplate. A major factor behind the economy feature of the new heaters is Duo-Therm's patented dual chamber bias burner, a simple device which gives clean and efficient performance on both pilot flame and high fire.


NEW MODEL DRAFTING MACHINE AB9604

Offering many new features never before found in a drafting machine, the Universal Boardmaster, put on the market in August, marks an advance over previous models in ease of operation, precision accuracy, ruggedness and versatility. Most revolutionary is its design as a basic drafting machine adaptable to all types of drawing tables: horizontal, sloping, or vertical. A product of the Universal Drafting Machine Co., Cleveland 14, Ohio, it was completely redesigned, engineered and developed throughout the war years.

NEW WALL TILE AB9607

Available for immediate shipment is a new wall tile material for home, commercial, and industrial installations.

Made of plastic, its surface will not crack, chip, or fade, nor will it sweat, stain or discolor. Light in weight, it is easy to handle, easy to apply and to keep clean. It resembles glass and marble tile but does not glare nor have their reflective qualities. Its trade name is "Plas-Tile" and its parent the Plastic Tile Co., 620 Penn Ave., Wilkinsburg, Pa.

STEEL JOIST BRACE AB9603

A new, patented steel joist brace is being manufactured by The Carter Machine and Tool Co., Rockford, Ill. Flange-grip ends provide two advantages unequalled by other steel or by wooden braces, namely (1) ease in installing, and (2) more strength and grip than that provided through the use of any amount of nails.

The braces, light in weight, are zinc-plated after fabrication to make them rust-resistant.

"3-IN-1" CIRCLE CUTTER AB9605

Waterston's, 44 East Larned St., Detroit 26, Mich., have perfected a new circle cutter that cuts holes, discs, and circles in wood, plastics, etc., without drilling a pilot hole in the center of the work. This new tool pilots with a spring tension center, which feature not only holds the work down on the table but permits the user later to drill any size center hole he desires for nail, dowel, or screw, or eliminates the necessity of plugging a center hole if a solid disc is desired.

Named the "3-in-1," the new center cutter is designed for use in drill press, band saw or jigsaw.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 West Adams Street, Chicago 3, Illinois

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When you address inquiries direct to manufacturer concerning a new product described here, please mention that you saw it described in American Builder.
Success fully Used for 26 Years!

This paint has NEVER been surpassed in quality

- Just 26 years ago, Medusa Portland Cement Paint was formulated as a special paint for making a decorative and weather resistant finish on concrete, stucco and masonry surfaces.

This is why it has never been surpassed in quality . . . First of all, it is a cement paint made by a cement company using as a base a triple ground White Portland Cement combined with other ingredients. Our years of experience has shown that no cement paint coating can withstand all water conditions. Therefore, we do not claim that Medusa Paint will waterproof nor water-tight any wall . . . We do claim, backed by 26 years of successful use, that this paint damp proofs, is water resistant and makes a permanent decorative cement-like finish when properly applied to concrete, stucco and masonry. Furthermore, we claim that it can be used on damp or dry surfaces, that it is unaffected by alkalis and can be washed repeatedly.

There are eight beautiful colors, black or white for your selection. Medusa Paint is used successfully on interior and exterior walls, on basements, swimming pools, industrial buildings, etc. Send for a copy of the book, "Painting Concrete, Stucco and Masonry". It gives complete information on where and how to use this paint.

MEDUSA PRODUCTS DIVISION
of MEDUSA PORTLAND CEMENT CO.
1000 Midland Building • Dept. "E" • Cleveland 15, Ohio
Also made by Medusa Products Co. of Canada, Ltd., Paris, Ont.
Certified Ins-Cotton insulation is guaranteed to exceed government specifications in FHA, FPHA, and HH-1-528 specifications. We know of no other insulation manufacturer who makes this claim!

The architect, contractor, builder and homeowner know exactly what they are getting in Ins-Cotton—they know the thickness, density and width, and they know it will not vary under any conditions. For Ins-Cotton cannot settle or sag—rather, it tends to expand with age. And, the contractor who uses Ins-Cotton is using an insulation that already has been inspected, tested and certified. Yes, Ins-Cotton is tested and inspected by a Federal inspector.

For worry-free insulation that cuts installation costs to a minimum—for insulation that is from 4% to 36% more efficient than any other type of insulation available today—specify INS-L-COTTON.

DEALERS... DISTRIBUTORS — Some territories still open for competitively priced Ins-Cotton. Write today for details.

INSL-COTTON DIVISION
Taylor Bedding Mfg. Co.
The Originators of Flame Proof, Fire-Resisting Cotton Insulation
TAYLOR, TEXAS

INSL-COTTON DIVISION
Taylor Bedding Mfg. Co., Taylor, Texas

Gentlemen:

Please send specifications and full information on INSL-COTTON.

NAME

ADDRESS

CITY AND STATE

Am interested in: [ ] Distributor [ ] Architect [ ] Contractor

American Builder, September 1946

Catalogs and
HOW-TO-DO-IT INFORMATION

257—OPPORTUNITIES IN AIR-CONDITIONING AND REFRIGERATION FIELDS—is the subject of a booklet published by the General Electric Company, 5 Lawrence St., Bloomfield, N. J. for the ex-G.I. interested in these lines. However, anyone interested in these fields should find the book useful.

258—ASPHALT ROOFING—is the theme of a well-planned, carefully-prepared book for home builders just released by the Asphalt Roofing Industry Bureau, 2 West 45th St., New York, N. Y., titled, "Choose Your Roof for Rain . . . and Shine." Besides emphasizing the merits of asphalt shingles, the book contains important tips for builders and those interested in remodeling.

259—A NEW BUILDING MATERIAL, FORMSTONE—is the subject of an elaborate, attractively illustrated book published by the Lasting Products Co., Baltimore, Md. Formstone is a stone finish for home exteriors and interiors.

260—ELECTRIC PLANT UNITS—and the many benefits enjoyed through their use on farms, at cottages, resorts, hunting and fishing lodges, as well as the service they render commercial users, is the subject of a colorful four-page pamphlet put out by Kohler of Kohler. Featuring models of various capacities, the pamphlet gives detailed information concerning construction and operation of the units.

261—NEW MODUFLOW BOOK—Titled "Comfort Unlimited" and following an earlier publication on the subject, the new booklet published by the Minneapolis-Honeywell Regulator Co., 2753 4th Avenue So., Minneapolis 8, Minn., describes the application of Moduflow to the conventional methods of heating and also its application to zone control, radiant panel heating, solar heating, electric heating and air conditioning.

262—PLASTIC-FACED PLYWOOD—How to work with it, what can be expected of it, and its limitations, are covered in a folder just issued by Kimberly-Clark Corp., Neenah, Wis. It is a working manual for anyone having use for surfaced plywood.

263—INDUSTRIAL BUILDINGS AND AIRPORTS—their engineering and construction from simplified standard designs are covered at length in two pamphlets put out by the Lasting Engineering Corp., 500 Fifth Ave., New York City. The pamphlets outline the many services rendered by the corporation to those interested in either new building or expansion programs. In addition to its standard line, the company is prepared to design and furnish hangars and buildings to meet special requirements.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, American Builder, 105 W. Adams St., Chicago 3, Ill.

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers

Name

Street

City State

OCCUPATION*

*Please note that occupation must be stated if full service is to be given.
MECHANISM FOR RELIEF OF HEADACHE AND INSOMNIA
U.S. PATENT No. 737,473
Issued Aug. 25, 1903

NO HEADACHES

There is no unhappy aftermath — no going back to adjust or repair — when you use Dexter-Tubular locks and latches. Dexter's stay put, owners stay pleased. This in-built quality is supported with an actual guarantee packed in each box and backed by a company rated AA 1 in Dun & Bradstreet.

Moreover, they are faster, easier to install. Just bore a couple of holes and the rest is like inserting a cartridge in a gun.

It certainly doesn’t cost anything to take a look. See their advantages demonstrated—at the Dexter dealer in your community.

NATIONAL BRASS COMPANY, Mfrs.
Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

Catalog No. 1159 Dexter Screen and Storm Door Latchset equipped with locking rose inside, solid wrought brass trim, polished brass finish.
Menowall satisfies all three

"I want a TILE-DESIGN."

"I like a PLAIN SURFACE."

"Make mine MODERN."

SO MANY PEOPLE want Monowall today that it isn't possible to supply as much as you—and we—would like. This smooth, brilliant, lightweight wall surface cleans like a china dish and offers designs to suit everybody. Even though your stocks are necessarily small, it pays to carry all three styles—tile-designs, plain, and streamline. Armstrong Cork Company, Building Materials Division, 1609 Lincoln Street, Lancaster, Penna.

New Electric Heater Circulates Warm Air by "Jet" Principle

A SIMPLE and inexpensive method of warm air heating for homes by means of electricity requires no fan for circulation but gets a high rate of air motion over the heating elements because of its flue or stack construction. The heater, known as "Electro-Jet", is placed between wall studs in insulated sheet metal case. There is a cool air inlet at the floor line and a warm air outlet at the ceiling. Within the case the two heating elements, arranged vertically, are enclosed in an inner case or flue which produces the jet action to circulate the warmed air as it passes over the heat elements. The average five-room house would require five or six of these heating units, one built into each room with perhaps two for the living room, if large. Each unit has its own automatic thermostat control.

Service wiring for Electro-Jets is the same as for electric range or water heater, as they operate on 230 volt circuit. The present list price is $60 per unit.

Prefabricated house producers are finding this heating equipment well suited to their needs since the complete unit, lightweight, can be built into their wall panels at the factory and delivered to the job all set to operate. Electro-Jet heaters are in production at the plant of the Ravenna Metal Products Co., 6518 Ravenna Ave., Seattle.

* * *

Coleman Expands Production Facilities

A COMPLETE new factory unit, occupying 22,000 square feet of floor space, for the exclusive manufacture of floor furnaces, is now in operation at the Coleman Company plant in Wichita, Kans. First furnaces came off the assembly line in August and output is being steadily increased. The new plant is completely outfitted with the latest type electronic welders, heavy presses, rolls, and paint spraying equipment.

The new manufacturing unit will make possible a stepped-up production schedule on oil space heaters and oil floor furnaces by releasing needed space in another part of the Coleman factory.

* * *

Andersen Employees Share in Profits

FRED C. ANDERSEN, president of the Andersen Corp., Bayport, Minn., wood window unit manufacturers, recently announced a midyear share by employees in company profits. While wage increases, restriction in volume shipments of materials and other factors raised operating expenses, employees drew a share in profits, under a plan started in 1940, equal to two per cent of their first six months' earnings.
Reproduced at the right is another dominant advertisement which will appear in Better Homes & Gardens, Pathfinder, and Small Homes Guide during the months of September, October and November. This convincing message about Cotton Insulation will reach 5,564,000 more of your prospects.

You'll find Cotton Insulation sales are easy pickings, for your customers have recognized the advantage of Cotton Insulation and are ready now to talk installation. Too, this matter of installation is another case of sheer ease...for you simply roll out Cotton Insulation as you would a blanket. Help is no problem either, for Cotton Insulation is not irritating to the skin.

Get your copy of this informative book on Cotton Insulation, giving detailed accounts of government tests; and fully illustrated with facts that make sales easy for you. Mail the coupon today for your FREE copy.
Paint Brush Manufacturers Caution Industry on Quality of Present Supply

The American Brush Manufacturers Association reports that since all regulations and restrictions on the manufacture of paint brushes have been removed, some abuses of public confidence by irresponsible individuals have occurred.

The industry has been handicapped in procurement of bristle since 1937, when Japan precipitated the “China incident,” and felt the effects of international tensions long before war actually occurred. Regulations during the war limited bristle content of paint brushes to 55 per cent of the brush mixture in order to conserve the critically scarce material. They point to the hazard now in existence because of no regulation.

Demand for paint brushes is greater than capacity of the industry. Bristle, some of it of prewar quality, is increasingly available in many lengths and grades, but not in all. Plate for ferrules is extremely difficult to obtain and the lumber shortage will curtail manufacture of handles sufficiently to curtail production for some time to come.

The unprecedented demand and high prices have led to some abuses which the industry wishes to eradicate.

Some of these abuses include selling brushes as pure bristle when they are actually adulterated; mis-stating the percentage of adulteration; the use of reclaimed bristle in place of new bristle; the omission of stamping to indicate contents of the brush, and misbranding the bristle mixture.

Federal Trade Commission regulations specify that when natural hog bristle has been the standard previously, any departure from 100 per cent bristle must be shown in the stamping on the brush. If a brush is made of a mixture, the chief ingredient is shown first. Thus a mixture of 55 per cent bristle and 45 per cent horsehair may be stamped “Bristle and Horsehair,” even though the actual percentages are not shown. If the percentages were reversed to give a greater percentage of horsehair, the brush should be stamped “Horsehair and Bristle.”

Brushes made of other materials, such as fibre or synthetic bristle, must be clearly stamped as to contents. Failure to do so is contrary to law.

The American Brush Manufacturers Association is anxious to stamp out these practices and requests the cooperation of distributors and users. To help them in their efforts the association offers the following suggestions: 1. Buy brushes only from reliable manufacturers or distributors who are known; 2. Do not, under any circumstances, make cash purchases of brushes without invoices from unknown individuals; 3. Never buy unbranded merchandise, or brushes which are not stamped as to contents; 4. At present, while brushes are scarce and quality is gradually improving, buy for current requirements only—the brushes to come out may be better; 5. All large users of brushes should take the best possible care of them so they will last as long as possible.

Ceramic Tile Industry Production Increases

The nation’s ceramic floor and wall tile industry is now producing at the rate of 52,452,000 square feet annually, according to figures compiled by the U. S. Department of Commerce. This is far above the 33,358,000 square feet produced in 1945.

Reports from the industry indicate that by early 1947 production will be at the rate of 90,000,000 square feet annually, which would be 21 per cent above the previous peak year of 1925, when 74,500,000 square feet were produced.

Estimates made by the industry indicate potential sales of tile by type of building when construction gets under way follow: new homes, $60,000,000; schools, $2,500,000; hospitals, $14,500,000; hotels, $14,800,000; commercial buildings, $9,000,000; religious buildings, $2,000,000; tourist courts, $2,000,000; hotels, $1,000,000, and theaters, $2,000,000.

Although there are about 20,000 persons employed at present in the United States as tile layers and helpers, the industry estimates that 50,000 will be needed to meet the anticipated demand for tile installation. Apprentice-training programs are being inaugurated and conducted under industry sponsorship, with the co-operation of governmental and private organizations.
... Insulation Outside:
Insulite sheathing builds a strong, weather-tight, windproofed wall... providing effective insulation.

... Insulation Inside:
Insulite Sealed Lok-Joint Lath provides a strong, rigid plastering surface... plus a second wall of insulation.
IF YOU LOOK AT THE OUTSIDE, MOST FIREPLACE UNITS DO LOOK ALIKE.

BUT...

it's the INSIDE that shows the difference in heating engineering with Thermaflo's scientific BAFFLES!

There's nothing new about a metal fireplace unit that is complete from firebox to chimney throat... that provides a form for masonry... that circulates warm smoke-free air throughout the room.

BUT THERMAFLO IS NEW AND NEWS... because Thermaflo does all this — Better! Only Thermaflo scientifically baffles all incoming cold air directly to the hottest part of the firebox, thereby producing maximum heat per pound of fuel consumed.

THERMAFLO is a Quality product throughout. All bends are reinforced... 3 inch steel stiffener prevents warping of back plate... Thermobar supports keep wood off wall assuring steady draft... Smooth working damper control sets at all positions... Entire firebox is constructed of heavy steel plate 3/16 of an inch thick.

DEALERS: Thermaflo's STEEL FIREPLACE DAMPER Is another good product! Contact your distributor or write for literature.

THE GETTY

No. 4703 AW1
INTERNAL GEAR OPERATOR

Exclusively with GETTY!

This precision-built casement operator, with exclusive Getty internal warm-and-gear construction, is preferred on performance by leading architects and casement window manufacturers. This modern, compact type of operator provides life-long, efficient operation. May be used for light, or heavy casement windows for residential, commercial and institutional construction.

Check these points of preference:

INTERNAL CONSTRUCTION—Cannot freeze or bind—Always runs free. No exposed working parts to catch on hangings. Gearing positively protected from damage. Pre-lubricated for life at the factory.

SUPERLATIVE FINISH—High-strength, close-tolerance castings assure a soft, lustrous finish. Comes in various metals and combinations of finishes. Also supplied in special finishes to correspond with decorative effect.

FUNCTIONAL REFINEMENTS—Knob of handle cannot come off. Smooth, low contour—no sharp edges. Channel-wall finished for smooth operation. Arm-button is locked in the channel and rides with minimum effort.

EASY MOVEMENT—Getty internal gear construction always perfectly lubricated—assures constant and continued ease of operation.

Cut-away view shows the case-hardened steel worm, integral with operating arm, fully engaged at all times with the accurately-machined internal-gear teeth. This exclusive feature, pioneered by Getty, is responsible for the strength and dependability of these operators.

Getty manufactures operators for all types of casements for both wood and metal. Also a complete line of high-quality accessory hardware for casement windows.

Write today for descriptive literature and prices. See page 168 of Hardware Age Annual Directory for details of other Getty casement hardware.

H. S. GETTY & CO., INC.
3342 N. 10th ST., PHILADELPHIA 40, PA.
A huff, and a puff... and you blow the roof on. At a real saving in application costs!

Years ago Flintkote introduced the first practical Cold Process Built-up Roof, speeding up application enormously, and eliminating heating equipment dangerous to men, materials and structures. Its superiority has been established, on thousands of roofs, by the acid tests of time and weather.

Now, Flintkote pioneers again... with Cold Process Roofs, both for new construction and for maintenance, APPLIED BY SPRAY.

Now... with Nu-Static* Roof Coating and Fibrex* II Adhesive designed especially for Spray Application, Flintkote provides an even more rapid, mechanical means of assembling what amounts to a "pre-fabricated" roof.

Spray Application has been thoroughly tried and proved. It gives you a glassy-smooth Cold Process Roof. (Far smoother than hand finish.) Saves up to 50 per cent of application costs! And height of building is no limiting factor.

Write for full information on how spray application of Flintkote Cold Process materials results in better roofs at lower application costs. The Flintkote Company, 30 Rockefeller Plaza, New York 20, N. Y. Offices in principal cities.

FLINTKOTE
the extra years of service cost no more!
WHERE standard panel arrangements would clash esthetically, special sections can usually be made to complement the exterior design. With this added distinction you keep the outstanding Barcol OVERdoor features... tailored twin-torsion counterbalancing springs, roller-crank closing action, self-latching bolts, continuous vertical track brackets. Talk with your Barber-Colman representative about the possibilities...
When 4,000,000 families desperately need housing... that calls for "production line" speed. When more new homes than ever before must be built and more existing buildings remodeled into additional dwelling units... that calls for faster methods and materials. That's why more and more architects and builders are using Sheetrock®. These big panels finish up to 48 sq. ft. at a time, are quickly cut and fitted. Then Perf-A-Tape® "welds" them into smooth, trouble-free walls and ceilings. Or you can remodel even faster with Bevelled Edge Sheetrock. Important, too, Sheetrock is made of gypsum which cannot burn. Because of this versatility, demand for Sheetrock still is greater than the supply. But more and more is being produced every month... breaking all production records is our goal. Write today for your free Sheetrock book to 300 West Adams Street, Chicago 6, Illinois.

*Reg. T. M.
Build Better and Faster with INTERNATIONAL Steel Buildings and Structural Steel Products

Take advantage of the new features in design and construction techniques developed by International—improvements aimed at giving you better buildings—faster!

Along with complete variety of structural steel products and prefabricated buildings—engineered for adaptation to every building requirement and recognized for superior strength and quality—International offers you the benefit of vital improvements developed by our skilled and experienced engineers.

NEW TYPE WELDED CONSTRUCTION FOR BUILDINGS, for example—perfected in furnishing steel fabricated products for the army and navy—saves up to 10% in initial steel weight—speeds construction—assures maximum strength—and eliminates construction noise.

Just name your problem! If it's a building for aviation, agriculture, commerce, or industry—you'll find a ready answer in International's standardized steel building products, bowstring steel roof trusses, steel deck fire-resistant roofing that eliminates wood sheathing, steel windows and scores of other cost-and-time saving products.

WRITE FOR DETAILS. To get specific data quickly and accurately, tell us the purpose of your building use and approximate specifications and dimensions in your first letter.

INTERNATIONAL Steel Co.
1522 Edgar Street
Evansville, Indiana

and general manager and Leslie E. Gault as vice president and general sales manager.

Victor's modern factory in Cincinnati is being enlarged to provide a total of 116,000 square feet of floor space. Besides expanding its present line of products, the Victor factory will also produce new devices developed by the Maxson Corp. In addition to the Victor Cincinnati plant, other Maxson factories are located in Connecticut, New Jersey and Long Island.

Philippine Importer Desires Connections in United States

THE Tyy Sales Co., 1048 Narra St., Manila, Philippines, importers and manufacturers' representatives, announce they are now prepared to represent reputable American firms in the Philippines, either by direct purchases or on a commission basis.

They are interested in plywood, nails, plasterboard, mild steel bars, cement, roofing paper, hard tempered wallboard, cast iron, wire and such items.

Hayden Crocker Organizes Sales Service Company

HAYDEN CROCKER, recently released from active duty as a Command in the Naval Reserve, has established the Crocker Sales Service, 33 West 42nd St., New York City. His

TORNADO Makes Blueprints—Prints—Photostats—in 1/2 the time—saves up to 80%
ALL the prints you want—when and as needed—speeding up bids—making records private—with TORNADO Duplicator. Operates from any electric outlet. Makes one print or 100—anytime, anywhere, day or night.
Two models. Model S makes prints up to 24" x 34", or several smaller ones in one operation. Timing device insures clean-cut, uniform prints. Model J makes prints up to 17" x 17". Both models compact, portable, attractive; efficient, economical. Investigate!

Write for details and demonstration.

BREUER ELECTRIC MFG. CO.
5129 N. Ravenswood Ave., CHICAGO 40, ILL.
Get the advantages of both plywood and plastic with new Laminex Plastic Faced Plywood

Made by weld-pressing a plastic surface on phenolic resin bonded plywood, Laminex Plastic Faced Plywood combines the strength, flexibility and easy working characteristics of plywood with the permanence and hard surface of plastic!

Among its almost unlimited uses for farms, for homes, for industry—Laminex Plastic Faced Plywood is excellent for building freight cars and reusable concrete forms, silos and troughs, siding, flooring and showers.

Laminex Plastic Faced Plywood has a HIGH STRENGTH-WEIGHT RATIO ... a HIGH RESISTANCE to chemical action, abrasion and decay. It is STAINPROOF ... IMPERVIOUS to alcohol ... WATERPROOF even under extreme conditions ... and it TAKES PAINT WELL.

Laminex Plastic Faced Plywood comes in thicknesses of 1/8, 1/4, 3/8, 1/2 and 3/4 inches, in standard panel sizes, and is available in limited quantities today in brown, black and olive-drab. Its price is surprisingly low!

For further information contact your nearest Wheeler Osgood office

THE WHEELER, OSGOOD COMPANY
Plants and General Office: Tacoma 1, Washington

NEW YORK OFFICE: 1326 Empire State Building, New York 1, New York Phone: Penn 6-2954
CHICAGO OFFICE: 134 So. LaSalle Street, Chicago 3, Illinois Phone: State 5335-6-7
SAN FRANCISCO OFFICE: 3045 19th Street, San Francisco, California Phone: Valencia 2241
LOS ANGELES OFFICE: P. O. Box 7665 Del Valle Station, Los Angeles 15, Calif. Phone: Vandike 6326
TACOMA OFFICE: 1216 St. Paul Avenue, Tacoma 1, Washington Phone: Main 8101
In the shop or out on the job, Stanley Zig-Zag Rules prove their practical worth. Pocket-size, they open easily to serve as six-inch rule or six-foot measuring pole.

There's a wide choice—many builders and carpenters like the "Green End" Zig-Zag with vertical figures—readable at any angle. The sticks are of selected rock maple, fitted with concealed joints, tips and strike plates of rustproof metal. The fine, durable finish is marked with large black figures and graduations.

To make the most of building skill—make use of the best of tools—buy Stanley.

Due to the great demand for Stanley Tools, your dealer may not always have "Green End" Rules in stock. Stanley Tools, 133 Elm St., New Britain, Conn.
Here's a nice little house with a great big game room... the kind of home our veterans are looking for... and it can be built at a price they can afford.

COST and LIVABILITY are always major factors in home selection. You can help serve these interests by designing homes with modern coal heating plants. Whether designed with fully automatic heating equipment like the house above, or, less expensively, with a hand-fired coal furnace equipped with automatic controls, coal heating is the most economical in the long run.

A coal heating plant is the only installation that can be converted to all other types of heating. This is important in determining a home's market value, sales appeal and owner satisfaction. We have a three thousand year coal reserve. Other fuels may soon be exhausted. When you design or build, play safe, provide coal storage space and adequate to handle any fuel.

Build livable basements under those new homes... with modern coalburning heating plants. Coal heat is economical, clean, quiet, odorless and abundant.

Norfolk and Western
RAILWAY
CARRIER OF FUEL SATISFACTION
Preferred painting material of American planners and builders since Thomas Jefferson’s day, white lead’s 2000-year-old reputation is still unmatched for durability, beauty and economy.

Now you can specify a new, convenient form of pure white lead. It’s more useful to your clients, easier to use for painters. We give you Eagle Ready-To-Use White Lead Paint, in gallon form, ready to open, stir and apply.

White lead protection that’s extra smooth!

This marvelous new Eagle-Picher paint brings you a new plus—greater brushability, greater smoothness—and until you try Eagle RTU yourself you can’t possibly know what we mean. It covers evenly, leaves practically no brush marks. Its flexible film clings fast despite wear and weather. It dries to a brilliant white gloss that doesn’t crack or scale, but chalks gradually, actually preparing the surface for eventual repainting.

Eagle Ready-To-Use White Lead Paint comes in two forms: Primer Sealer Coat and Outside White Finish Coat. One, two and five gallon pails. Made by a company with 103 years of experience. It is being made available as rapidly as possible.

THE EAGLE-PICHER COMPANY
Cincinnati, (1), Ohio
Member of the Lead Industries Association

# Dealers Wanted

FOR
"FACTORY-BILT"
UTILITY BLDG.
No Priority Needed

Attractive 14x10 ft. building of all seasoned lumber in 10 easy-to-assemble sections. Many excellent features. Suitable for roadside stand, real estate office, tool shop, storage building, etc. Immediate delivery. Applicant must be capable of purchasing in carload lots. Write today. Include references. Address: Mr. R. B. Randell, The Strathmoor Co., 14000 Grand River Ave., Detroit 27, Mich.
CECO STEEL JOISTS BRING LIVINGROOM LOVELINESS TO THE BASEMENT

Now both beauty and efficiency are possible in modern homes because of steel joist construction. Yes, there's new beauty . . . new efficiency ahead, even for basements. That's because steel joists eliminate unsightly supports . . . provide unobstructed floor areas . . . permit neat, trim ceilings.

Bigger buildings point the way!
Ceco drew from wide experience with light occupancy buildings to bring steel joist construction to home building. For in bigger buildings where both permanence and beauty are desired, builders turn to Ceco steel joists for flexibility in design, rigid floors; greater safety.

Why builders prefer CECO Steel Joists
1. Easy to install—no special skill or equipment required.
2. Eliminate fitting electrical fixtures to chopped-up ceiling areas.
3. Provide convenient tunnel system for pipes and conduits.
4. Provide cooler floors in summer—warmer floors in winter.
5. Eliminate sagging partitions and squeaky floors.
6. Eliminate dry rot and termites.
7. Cut insurance costs by reducing fire hazards.
8. Reduces plaster cracks and shadow lines.

CECO STEEL PRODUCTS CORPORATION
GENERAL OFFICES
5701 W. 26th STREET, CHICAGO 50, ILLINOIS
Dealers, Offices, warehouses and fabricating plants in principal cities

In construction products CECO ENGINEERING makes the big difference
CHECK THESE THREE ABESTO FEATURES

ABESTO COLD ROOFING ADHESIVES REMAIN ELASTIC AFTER CURING thus allowing expansion and contraction without cracking and checking.

ABESTO COLD ROOFING ADHESIVES BOND LAYERS OF ROLL ROOFING* TIGHTLY AND SMOOTHLY.

ABESTO COLD ROOFING ADHESIVES HAVE A HIGH RESISTANCE TO OXIDATION.

*Abesto materials can be used with any (standard brand) plain roll roofing.

Write for our free specification sheets and explanatory literature.

ABESTO Manufacturing Corporation
Dept. 38 Michigan City, Indiana

Curtis Companies Establish New Safety Record for Woodworking

CURTIS Companies, Inc., sash and door manufacturers of Clinton, Iowa, recently completed one full year without a single accident necessitating loss of time. This record, unique in the woodworking industry, was recognized by Employers Mutuals of Wausau, Wis., which awarded a bronze plaque to the firm in recognition of the accomplishment. Headed by G. L. Curtis, president, the 500 Curtis employees gathered for the presentation which was made by Fred W. Braun, vice president and chief engineer of Employers Mutuals.

Where can you find a market so unsaturated. Every home owner who uses a side arm gas water heater (and 2 out of 3 have them) can use and will buy a Sav-U-time once you tell him about it. A Sav-U-time gives all the advantages of automatic hot water with gas savings up to 50%—touch button control from bathroom, kitchen and laundry turns on the gas water heater providing hot water quickly, economically and just when needed.

Low Cost and 100% Profit for You

Sav-U-time is priced at $39.50 plus a small installation charge—and there’s a 100% for you. Low enough price to make sales easy and high enough profit to make it well worth while for you.

Territory Open for Dealers

Here is a wanted product with immediate deliveries being made. Dealers in St. Louis, Detroit and Philadelphia are ordering and reordering. Some territories are still available for dealerships. National advertising, dealer helps support you. Write or wire for details now.

SAV-U-TIME SALES CO.
MANHATTAN STREET
ROCHESTER 2, NEW YORK

P. & F. Corbin Announces Personnel Changes

The appointment of Philip E. Barth as general manager and Richard G. Edwards as general sales manager of P. & F. Corbin was announced recently by Charles B. Parsons, president of the American Hardware Corp.

Mr. Barth started his career with the Simmons Hardware Co., where he served in every position from stock department to road salesman to assistant general manager. After the merger of Simmons and Winchester Repeating Arms Co., he was president and general manager of Winchester-Simmons Co. From there he went to Western Cartridge Co., as general sales manager and from 1929 to 1942 he was president and general manager of Sargent & Co., New Haven, Conn. From 1942 until the present he served as a board member of the Price Adjustment Section, War Department.

Mr. Edwards, a resident of New Britain, Conn., is a graduate of Harvard University, class of 1931, and a veteran of World War II. He first joined the American Hardware Corporation in 1942 after wide experience in allied fields. From June 1943, until January 1944, when he entered military service, Mr. Edwards was assistant sales manager of P. & F. Corbin.
Builders everywhere are specifying White-Rodgers automatic controls for the heating plants in the homes they build. Their accuracy and dependability eliminate the need for service calls, and give you better satisfied customers.

These controls are so flexible in application and range that the same standard types can readily be adapted to different heating requirements. Write today for heating catalog and installation data.

Electric diaphragm gas valve automatically protects in case of current failure. May be operated before current is turned on.

Designed to grace any home, the attractive series 120 Room Thermostat is essential to real home comfort.

Fan, circulator and limit controls, singly or in combination, are available for any type of system or any kind of fuel.
Any Fireplace is EASIER to BUILD around the HEATILATOR

- The Heatilator makes any fireplace easier to build correctly. There's no damper or smoke dome to install, no throat or firebox to form. All these are built in parts of the Heatilator. That's why it saves you labor... goes up faster. There's less masonry to lay... fewer parts to handle.

There is only one HEATILATOR: America's LEADING fireplace unit.

- The Heatilator is a metal form around which the masonry for any style of fireplace is easily laid. It assures correct construction, eliminates faults of design that commonly cause smoking. And it actually circulates heat—warms all the room and even adjoining rooms. Write for installation data. Heatilator, Inc., 176 E. Brighton Ave., Syracuse 5, N. Y.

HOSPITALITY
Styled by
SAGER

"Welcome—" is written—on the entrance door that is graced with hardware by SAGER. And as a "line" of builders hardware—from first to last—SAGER is made with firm accent on durability and dependability, on precise operation, convenience and ease of installation. So for modest cottage or imposing sky-scraper, SAGER stands for distinctive style in builders hardware, for enduring charm and beauty... for hospitality moulded in metal.

BETTER STYLE IN BUILDERS HARDWARE by SAGER

NORTH CHICAGO, ILLINOIS
Did you miss this announcement in 1944?

IT'S STILL NEWS!

Early in 1944, after fourteen years of research and development, Libbey-Owens-Ford announced Thermopane®. Although this was the first public announcement of the windowpane that insulates, Thermopane already had been proved by years of service in hundreds of actual installations.

Since its public announcement, Thermopane has captured the imagination of architects, builders and homeowners...has become one of the most talked-of advancements in the building industry.

Why do we refer to this advertisement now? Because everything we said about Thermopane has been borne out by the tremendous demand.

All of this adds up to one fact—you can install Thermopane with complete confidence...for time has added its proof to laboratory promises. Thermopane has proved itself in homes, schools, hospitals, offices and public buildings...in the United States, Mexico, Canada, Alaska and even Iceland.
American Standard Eight floor sander with belt guard removed. Note sturdy construction.

ONLY A Husky FLOOR SANDER CAN "TALK BIG PROFITS"

Floor surfacing contractors using their sanders day in and day out know that the machine has got to be sturdy and robust to bring continued profits!

You can SEE the built-in quality that makes the American Standard the outstanding floor sander value. Compare it point by point... feature by feature and you will choose the American Standard to "talk big profits" for you.

No sander standing idle awaiting repairs ever made money. American machines are engineered to reduce idle time to a minimum but complete repair service, when needed, is quickly available through the American distributor in your territory with genuine parts and a factory trained mechanic.

Remember—no American machine has ever become an "orphan" nor long been out of service. Write today for complete details and prices on America's finest floor sander, no obligation.

THE AMERICAN FLOOR SURFACING MACHINE CO.
511 So. St. Clair Street, Toledo 3, Ohio

AVOID DELAYS!
Maintain Summer Construction Speed
USE CALCIUM CHLORIDE IN ALL CONCRETING

Below 50 Degrees

Save Time — When the temperature drops from 70° to 50°, it takes twice as long for normal concrete to acquire specified strength. By using 2 pounds of calcium chloride per bag of cement, concrete is back on normal strength-attaining schedule. At freezing temperatures, when covers and artificial heat also are necessary, calcium chloride reduces the time this protection is required.

Save Forms — Concrete placed at the average rate of two feet an hour requires 50% greater form strength when the temperature is 50°, due to the slowness of the concrete in hardening and acquiring strength to support succeeding placements. By using calcium chloride, concrete can be placed at 50° without additional form cost.

Substantial additional gains at all times come from better appearance, less voids, reduced crazing and smaller volume change with calcium chloride in the mix. Our booklet "Calcium Chloride in Concreting" is available on request.

CALCIUM CHLORIDE ASSOCIATION
4145 Penobscot Bldg. • Detroit 26, Mich.

Better Concrete Faster
with CALCIUM CHLORIDE
Everybody in the building industry seems to want ALWINTITE aluminum windows... and they want them right away.

We appreciate this tremendous interest and the demand for these low-cost aluminum windows. We also want you to know that we are doing everything possible to supply your needs as soon as we can.

Production schedules are being increased month by month. More and more windows are going out to the trade each week... and still we can't supply the demand.

Our new two-million-dollar plant now under construction will materially increase our production capacity. Until it is completed and in production we will be forced to continue our present system of monthly allotments to assure distribution on a fair and equitable basis for all.

THE ALUMINUM WINDOW CORPORATION
A subsidiary of General Bronze Corporation
34-20 Tenth Street  Long Island City 1, N. Y.
LIKE BEING IN Hot Water
ALL THE TIME

There's trouble aplenty for ordinary wood when it goes into the construction of a cooling tower—exposed continually to a water spray and the elements. Pressure treatment with Wolman Salts® preservative prevents the decay that weakens and destroys ordinary lumber in cooling tower frames and louvers. Records show Wolmanizing extends the life of wood in this service from two to four times.

Maybe the conditions are not quite so severe with the structure you're building, but—Wolmanized Lumber is famous for resistance to decay and termite attack.

Whatever your needs—
AMERICAN LUMBER GIVES YOU ALL 3

1. Wolmanized Lumber — protects against decay and termite attack
2. Minalith — fire-retardant
3. Creosoted Lumber

ATTRACTIVELY PACKAGED
for Quick, Profitable Sales

★ SAVES TIME  Envelope packing permits better service to your customers. Envelopes and cartons are clearly marked for easy identification.

★ SAVES SPACE  Cartons are of uniform size, requiring a minimum of shelf space. One dozen items packed in a carton.

★ PREVENTS LOSS OF SMALL PARTS  Envelope packing assures customer that all parts and screws required for installation are there when needed.

★ PROTECTS FINISH  Plated surfaces cannot become scratched — Envelope packing gives full protection.

There are four complete matched sets to choose from — designed and priced for any style home, large or small. Best of all, it's a profitable line for you to sell!

NATIONAL LOCK COMPANY
Cabinet Hardware Division
ROCKFORD, ILLINOIS
Millions of feet of this all-purpose building board have been used for new construction and modernization during the past 30 years. This steady popularity, through good times and bad, is based on Homasote's ability to turn in a first-class performance under all conditions. We are continuing to emphasize quality in all steps of manufacture—in order to maintain top structural strength with great insulating value.

Unfortunately, it has been impossible to keep up with the ever-growing demand for our product, even though our production capacity is being constantly increased. Every foot of Homasote we make, for the balance of this year, is already under allocation.

When this situation eases, we hope you will ask for Homasote again. We hope you will remember that it is weatherproof and permanently crackproof—for exterior use, for sheathing, for interior finish. Homasote's big sheets (up to 8' by 14') eliminate unnecessary wall joints and batten strips, form an ideal base for paper or paint, help to keep buildings dry and free from mildew.

We invite architects and builders to send for a copy of our new booklet describing some of the many uses for weatherproof Homasote. The book gives physical characteristics, performance charts, specification data and application instructions. Write for your copy today.

HOMASOTE COMPANY, Trenton 3, N. J.
IF IT'S WORTH BUILDING... IT'S WORTH SAVING

Concrete and Masonry Walls with HYDROCIDE Colorless

Continual exposure to changing weather conditions is eventually as hazardous to a brick, concrete, masonry or stucco structure as to a human being. "Weatherizing" exterior walls with the proper water-repellent coating — HYDROCIDE Colorless — will help keep them healthy through rain and snow, heat and cold.

HYDROCIDE Colorless is not affected by extremes of temperature . . . remains fluid at low temperatures and will not show separation and precipitation. It is free of resins, wax, and other non-penetrating matter.

Since HYDROCIDE Colorless forms a transparent film, the walls retain their original beauty and appearance. Absorption of dust, soot and stains is checked. Application is easy — by brush or spray.

Two types: HYDROCIDE Colorless "G" for relatively dense surfaces — HYDROCIDE Colorless "D" for porous light colored surfaces.

ASK FOR demonstration showing how HYDROCIDE Colorless actually repels water — gives greater protective efficiency. For descriptive folder, write Dept. B9.

SONNEBORN "BUILDING SAVERS"

FLOOR TREATMENTS • WAXES • PAINTS AND PROTECTIVE COATINGS • CONCRETE AND MORTAR ADMIXTURES WATERPROOFING AND DAMPPROOFING CAULKING COMPOUNDS • ROOF COATINGS

BUILDING PRODUCTS DIVISION
L. SONNEBORN SONS, INC.
88 Lexington Avenue, New York 16, N.Y.
In the Southwest: Sonneborn Bros., Dallas 1, Texas

SEND FOR SASH BALANCE CATALOG which contains complete information on sash balance sizes, directions for installing, etc. All fully illustrated.

GRAND RAPIDS SASH PULLEYS
No. 103 face plate, cone bearing type and Nos. 175, 109, 110 sawtooth drive type sash pulleys meet 95% of all sash pulley requirements.

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS • MICHIGAN

NO FREEWARE}
You're sure to please both tenants and owners when you specify Gas Refrigeration for the new apartment houses you design or build. As 2,000,000 users have proved, Servel never makes a sound, never annoys. And owners know that, year in and year out, Servel keeps giving the same efficient, dependable service it did when new. That's why the Servel Gas Refrigerator is hitting a new high in popularity . . . why everyone will approve your choice of silent, long-lasting Gas Refrigeration.

Servel's outstanding performance is the result of an amazingly simple, basically different method of operation. There is not a single moving part in its freezing system. No machinery . . . no motors, valves, pistons or pumps . . . to get noisy or wear. A tiny gas flame circulates the refrigerant that produces constant cold and sparkling cubes of ice.

Plan now to provide outlets for Servel Gas Refrigerators in your current designs and construction work. For complete information on this famous refrigerator, consult Sweet's Catalog. Or write today to Servel, Inc., Evansville 20, Indiana.
Throughout the construction field, men who know tools—call for MallDrills. They know MallDrills have the speed, power and stamina to drive through steel, wood and plastics. They know they have the versatility to drill form boards for ties... drill rafters for pipe... and take care of all the multi various drilling jobs on a building area. In fact, every feature of MallDrills clicks with the men who use them... their cool operation under load... light weight and pistol grip that reduces fatigue... compact design that simplifies drilling in close quarters and cramped positions... and the quick, easy servicing of commutator and replacing brushes without dismantling the drill.

Ruggedly constructed of the finest material for hard, continuous use, with die cast aluminum alloy housings, 3-jaw geared chucks, helical cut, hardened steel alloy gears and universal motors. 5 powerful models with 1/4", 5/16", 3/8" and 1/2" capacities. Each available in 2 voltages—110-volt AC-DC or 220-volt AC-DC.

Ask your dealer or write for literature on MallDrills, MallSaws, Mall Concrete Vibrators and Mall Chain Saws.

MALL TOOL COMPANY
7737 South Chicago Ave. Chicago 19, Illinois

* 25 Years of "Better Tools For Better Work"

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SOLVAY SALES CORPORATION
40 Rector Street New York 6, N.Y.
REGISTRATIONS SHOW IT—OPERATORS KNOW IT!

"FORD TRUCKS LAST LONGER!"

One big reason—

FORD AXLES STAND UP!

ONLY in a Ford Truck will you find all these long-life features: your choice of two great truck engines, the 100-H.P. V-8 or 90-H.P. Six—triple-life Silvaloy V-8 rod bearings—Flightlight aluminum alloy, 4-ring pistons—efficient air- and oil-filtering—full pressure lubrication—heavy channel section frames, doubled between springs in heavy duty models—semicentrifugal clutch—big hydraulic brakes, with non-warping, score-resistant cast drum faces for maximum life. More than 50 such long-life features contribute to Ford Truck endurance ... and that endurance is proved by the fact that 7 out of 11 of all Ford Trucks built since 1928 are still in use. See your Ford Dealer!

FORD TRUCKS

MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE
PARANITE PARASYN
TYPE T and TW BUILDING WIRE

PARASYN thermoplastic small diameter building wire is ideal for new wiring, rewiring, and maintenance wiring. It is easy to pull in conduits, and strips fast and clean.

The thermoplastic insulation of both TYPES T and TW has long life, is high in dielectric and mechanical strength and is resistant to FLAME, OILS AND GREASE, ACIDS AND ALKALIS.

Black is standard, but also available in broad range of colors.

TYPE TW is especially recommended for wiring in wet locations.

Electrical Wires and Cable “Better Than Code Requires”

“ECONOMY SIDINGS in Western Pines” points out in a convincing manner the unusual values of these beautiful, long-lasting woods which are styled for modern needs and provide a means of reducing building costs. Just the thing to show war veterans who are planning to build homes. You can have a copy free. Order now — specify booklet No. 403.

WESTERN PINE ASSOCIATION
Dept. B-9 • Yeon Building • Portland 4, Oregon

*Idaho White Pine  *Ponderosa Pine
*Sugar Pine

*THESE ARE THE WESTERN PINES
G-E Silent Switches... Mean Happier Homes for Your Customers!

Nothing can compare to the noiseless operation of the new G-E silent mercury switch wherever quiet and tranquility are desirable—in bedrooms, nurseries, studies, and many other locations.

Few services that you can render your customers will be as thoroughly appreciated as the installation of these aids to comfortable living.

You'll be gaining good will in another way, as well, because G-E silent switches are built to last for many years of service. Conventional blades and springs have been eliminated. The hermetically sealed "mercury button" actuates the make and break at the flick of a finger. There are fewer moving parts to wear out.

Choice of brown or ivory handles and matching wall plates helps you to provide switches that harmonize with various interiors.

G-E Silent Switches Are Only Part of a Full Line of Wiring Devices

When you plan electric installations, don't overlook the many other reliable, high-quality G-E wiring devices. They include flush switches, convenience outlets, lampholders, plugs, fluorescent accessories, cord sets, and fuses. For information on this salesworthy line, see your local G-E Merchandise Distributor, or write Section D16-980, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.

G-E wiring devices are built to assure the perfection of detail that helps make installation easy. For industrial and commercial installations, as well as homes, the use of G-E devices means a long-lasting job throughout. Available from your local General Electric Merchandise Distributor.
Immediate delivery $47.33 (slightly higher west of the Rockies)

McKinney's forged iron cabinet hardware is in great demand... for use in living rooms, kitchens, dens, game rooms—and for cabinets in any room of the house.

The Kit comprises five single items—2 knobs, 2 latches, a drawer pull, and one pair each of the following hinges: H, H.L., full surface, and two sizes of strap hinges. In the Kit are one dozen only of each of the single items and one dozen pair of each of the hinges plus the hardware mounted on the board. All hardware is rust-resisting, dull black finish... packed complete with screws in individual envelopes.

This attractive display board, (21" x 11"), finished with natural wood grain, shows the hardware to advantage... timely, fast-selling hardware that makes an immediate "hit" with home owners and builders.

Most jobbers have the Kit and all items in stock for immediate delivery. If your jobber cannot supply you, sign and mail the coupon.

McKinney Manufacturing Co.
1400 Metropolitan Street, Pittsburgh 12, Pa.
Please send me the McKinney Forged Iron Cabinet Hardware Display Kit #68 @ $47.33, F.O.B. Pittsburgh.

NAME
ADDRESS
CITY STATE

(Note: Name of your jobber MUST be shown above.)

6 steps of protection in the public interest ...and yours

Wood, used as a building material, has always been noted for its natural lasting qualities. Today, the NDMA takes six steps of protection—in the public interest and yours—to assure even greater value in woodwork such as doors, frames, screens and windows:

step one:
Through years of research, NDMA has developed a reliable test for measuring the effectiveness of toxic preservatives for woodwork.

step two:
This test has made possible the establishment of minimum standards for wood treating—standards easily and quickly applied.

step three:
The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to NDMA toxic preservative standards—is stamped on wood products. Look for this Seal—it is positive evidence of sound practice.

step four:
Periodical mill inspection of wood treating equipment and practices by NDMA technicians provides practical application of NDMA standards.

step five:
Check tests of preservative solutions made in NDMA laboratories, assure absolute and continuing conformity to minimum toxic treatment standards.

step six:
A continuing educational program is carried on by NDMA to acquaint architects, builders and the public with the results of scientific research in toxic preservative treatments.

NATIONAL DOOR MANUFACTURERS' ASSOCIATION
McCormick Building • Chicago, Illinois

LICENSE NO. TOXIC-PRESERVATION
APPROVED NATL. DOOR MFRS. ASSN.
If there is any hi-speed wood cutting to be done in volume Comet Radial Power Saws are qualified to do the job. Comets are noted for cutting other things besides wood. Such elements as time, effort, costs! Comets on the job usually mean more profit for the builder. It's easy to see why Comets will do a big job in the coming construction program. Order from your dealer or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 21, California
Whether or not the Wyatt Program hits 2,700,000 homes in '46-'47....
most of them will be built or supplied
by American Builder's 80,000* subscribers

Labor statistics showed that 75,000 builders
erected 100% of the one-family houses built in
1938.*

Today American Builder has 80,000 subscribers
with better than 60,000 on the building side.

So it would seem reasonable to assume that
American Builder reaches most of the Builders
who will build today—and most of the Distribu-
tors and Dealers who will supply those Builders
and Contractors. (Dealers themselves have nor-
mally accounted for 18% of urban and farm
home building.)

* Although the last authoritative figures on urban
building were supplied by the U. S. Bureau
of Labor Statistics for 1938—the last normal
year of building—they are still of significance
to manufacturers who have something to say
to the Builders, Distributors and Dealers who
will account for the bulk of whatever building
is done under the Wyatt program in 1946-47.

Building Materials Distribution Data Available
For the convenience of those interested in studying the
established systems of channeling various types of
products through the Light Construction Industry's dis-
tribution network, American Builder has assembled a
thorough-going but simplified set of descriptive flow
diagrams. These, and a full
range of additional marketing
data, have been recently
compiled in a 32-page book-
let which manufacturers are
finding helpful in planning
distribution and sales.

See Standard Rate and Data, Class 9,
Business Paper Section, for further in-
formation on the building market and
American Builder's service to the inaustry.
Install Frantz Guaranteed Builder's Hardware... let the "built-in" convenience features, quality workmanship and materials verify your judgment... let Frantz create satisfied customers.

**MAKE MONEY REMODELING SASHES BY MACHINE**

with a Stanley-Carter R5A Router and the new sash grooving attachment

If you have a Stanley-Carter R5A Router, you can remodel window sashes to take spring type balancers, quickly and profitably with the addition of an inexpensive grooving attachment. With this simple setup each side of the window is grooved to the required depth in a single cut. Because the cutter operates at high speed (18,000 RPM) grooves are left clean and smooth—ready for the coil spring.

Cuts square or round-bottom grooves 3/8" wide... square groove 5/8" deep; curved groove, 3/16" radius. Depth of cut is adjustable. Detaching just 3 bolts removes the attachment and you have a Stanley-Carter R5A Router... a full horsepower-ful portable routing machine for an infinite variety of profitable jobs.

Write today for information on this newest Router attachment. Stanley Electric Tools, Stanley-Carter Sales Dept., New Britain, Connecticut.
What Prospective Home Owners Want Today—
(Continued from page 73)

Between these two extremes is a substantial group who feel that a number of these features are desirable but that they are not necessary. There is some difference between the various income groups regarding these items, those in the higher brackets exhibiting a slightly stronger preference for the greatest number of these features. It seems fairly clear, however, that builders and architects should indulge in a critical examination of housing plans with a view to the possible curtailment of construction features which have no great appeal to prospective home owners, especially where the elimination of these features might effect substantial savings in the cost of home ownership.

Trend Toward Decentralization

In the Curtis survey prospective home owners were asked where they would build or purchase a home. It was learned that home location and its neighborhood aspects are important to a family and have definite market implications as well. For one thing, it was found, the location of a home frequently influences its cost and design and sometimes its method or source of acquisition. Specifically it was learned that 23.3% prefer newer suburban areas; 20.6% will locate in new city subdivisions; 16.5% will go to the country; 12% will stay in the older residential sections of cities; 11% will locate in a suburban community but prefer its older areas; 8.9% will go to small towns; and 8.1% are undetermined. Further evidence of the “decentralization trend” is attested to by the fact that this survey also found that 60% of the families interviewed plan to establish a home away from centers of population.

When stating preference concerning “Location of Garage” for the new house, 60.4% of the McCall survey respondents selected the attached garage, nearly 33% (Continued to page 148)
147

A FINISHING SANDER
NOT A DISC OR BELT SANDER

Wherever ANGLE BRACKETS are used! Wherever angle brackets are called for, SPEED NUT Angles—combining angle bracket and self-locking nuts—will save assembly time and won’t come loose.

No fumbling with nuts and washers in hard-to-get-at corners...fewer parts to buy and handle...no loosening up under stresses and strains of use.

Available in many standard styles for use with sheet metal screws. Special designs can be engineered for specific applications. When writing for further information, please give full details.

TINNERMAN PRODUCTS, INC.
2159 FULTON ROAD • CLEVELAND 13, OHIO

Easy RECIPROCATING ELECTRIC SANDER

Easy has straight line, back and forth action. No swirls, laps or gouges. A better job on CURVED or flat, WET or dry work, sanding, rubbing, polishing in one-third the time.

Write today or see your jobber.

DETROIT SURFACING MACHINE CO.
7458 W. Davison Ave. • Detroit 4, Mich.

THE EVER POPULAR

Type 50
RILCO Rafter

- With the type 50 Rilco Rafter you can offer your farm trade the finest type of framing member—one that he can cover with a variety of materials.

Type 50 rafters are factory-fabricated by Rilco in spans of 30, 36, 40 and 50 feet. Buildings can be made any length by erecting additional rafters. Heights at roof ridge run from 16 feet to 25 feet.

READY FOR ERECTION

Rilco Rafters arrive ready for erection, already cut to exact length, drilled for sill and ridge connections. They are continuous framing members, running from foundation to roof ridge, in a single unit. Engineered for snow and wind loads, they make strong, sturdy structures.

VAST, POST-FREE, BRACE-FREE INTERIORS
Here’s a structure a farmer can adapt to many uses. He can plan the interior to suit his needs because there are no posts to interfere with any interior arrangement. Used as machine shelter, loafing-feeding barn, or may be partitioned off to serve many other needs.

Ask your Rilco field engineer or write:

RILCO LAMINATED PRODUCTS, Inc. A Weyerhaeuser Institution
FIRST NATIONAL BANK BUILDING • SAINT PAUL 1, MINNESOTA
said they want an unattached garage, while 4.9% would like to keep their cars in the basement. In answering the question concerning "Size of Garage" for the new house, 53.7% of 14,300 respondents expect to have two-car garages, 45.3% will be satisfied with a one-car garage while only 1% expects to have a space for three cars.

Parent's Magazine survey parallels these findings; 97.2% of the families answering the question "Will you build a garage?" replied that they would. Of this group 32.7% said they would build one for one automobile, 62.5% for two, 2.1% for three or more.

(Continued from page 146)

Gas Water Heaters Preferred

Without reference to the type of fuel preferred the Curtis interviewers inquired regarding the type of water heating equipment prospective owners desired. The gas heater was found to be the majority choice, 53.8% preferring this type, 22.7% preferring an electric water heater, 13.9% oil, 5.8% coal, and a few mentioned other kinds. It developed, however, that electric water heaters are favored by more present home owners than renters.

"The American Woman's Home of Tomorrow" wanted some direct answers on electrical appliances and asked: "Do you plan to install any of the electrical equipment listed below?" Of 11,101 respondents, a total of 75.4% plan to install air conditioners; 42.6% electric air cleaners; fluorescent lighting; television; and 49.5% want circuit breakers. In a supplemental question nearly 91% of 14,042 contestants gave affirmative answers to: "Will you wire your house with the idea sometime you may add more electrical equipment?" The answers received to questions concerning equipment items definitely show that products and services which increase the comfort, convenience, beauty and livability of a home will play an important part in family "designs for living," the Curtis Publishing Company points out.

This fine Hardware set is the answer to your customers' needs for an easily installed perfected overhead door action. Fits all openings up to 8'-11" wide by 8' high and takes only 5½" of headroom. (Also available in larger sets up to 16' by 8').

ALLITH-PROUTY, INC.
DANVILLE, ILLINOIS

SAND MORE FOR LESS!
For Builders
Carpenters Painters
& Contractors

Sanding dry wall construction (wallboard joints) is just one of many uses for the Sterling Sander. Use it for all types of jobs on wood, metal or plastics—sanding window and door trim, undercoats, primers and finished coats of paint. Fast—simple to operate—vibrationless—light weight.

Write for folder: Sterling Tool Products Co., 370 E. Ohio St., Chicago 11, Ill.

STERLING 1000
PORTABLE ELECTRIC SANDER
NEW SAW HORSE

The FOLD-HORSE

Folds Down to 8"x9"x42"

- Ideal for Transporting from job to job.
- Saves space in transit and storage.
- Rigid as a one-piece saw-horse.
- Easy to assemble or knock-down.
- Metal parts are of 14 gauge, cadmium plated steel.
- Top is 2" x 6" x 42" white pine.
- Equipped with 9" x 36" tool tray.

Write for complete information on this convenient saw-horse today.

Order from Your Jobber!

UNIQUE TOOL PRODUCTS CO.
4639 N. CLARK STREET, CHICAGO 40, ILLINOIS

Double-Coursing Doubles the Appeal

Beauty of texture, attractive shadow lines, excellent insulation, plus the appearance of more expensive material, are all good reasons for the growing popularity of Double-Coursed sidewalls of Red Cedar Shingles.

RED CEDAR SHINGLE BUREAU
5508 White Building • Seattle 1, Wash., U.S.A.
or Vancouver, B.C., Canada

KWIK-MIX COMPANY
KOERNING SUBSIDIARY
PORT WASHINGTON • WISCONSIN

THE IDEAL UTILITY MIXER

- Trails Fast; Balanced Right; Low Shovelling Height; Large Drum Opening; Welded Construction;
- High Strength Steel; Thorough Kwik-Mix Mixing Action.

OTHER KWIK-MIX MIXERS
6-S, 11-S AND 16-S KWIK-MIX DANDIE MIXERS • 6-P PLASTER-MORTAR MIXERS • NO. 10 AND NO. 14 BITUMINOUS MIXERS
BAR-BROOK

BUILDING PROFIT:
A Simple Matter of Addition

The builder who adds a Bar-Brook Attic Fan to his specifications helps himself to a neat profit—plus the assurance of a pleased buyer, and trouble-free performance year after year. Ask your nearest Bar-Brook dealer, or write for our free booklet.

VENTILATED WOOD AWNINGS
Reduce Indoor Temperatures

This graceful porch canopy solves the problem of protecting porchless front entrances.

SMALL southern home given new charm and comfort by installing ventilated cedar awnings

THE National Ventilating Awning Co., Dallas, Texas, is expanding its manufacturing and sales facilities in the Pacific Northwest by establishing local factories in Seattle, Portland and Spokane to serve that territory. The firm's ventilated wood awnings will be marketed there by the Northwest Ventilated Awning Co., under the trade name of “Weather-Master.”

By alternating top and bottom cedar slats, the sun's rays are diffused but free movement of air is unimpaired. In year-round use they will last for 12 years or more. The cost is comparable to first grade canvas awnings.

One of the most popular uses for these new awnings is to install them as front entrance protection on homes designed without canopy or porch over the front door.

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No moldings! No batten strips! No disfiguring holes or nails!

MIRACLE is a quick-setting, war-tested, "on-the-job" adhesive requiring no heat or pressure to effect a lasting, waterproof, flexible bond. With it you can install metal, glass, tile, cork, plastics and wood without nails, screws, bolts or other disfiguring fasteners. MIRACLE speeds work and cuts costs on building and modernization projects.

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ELECTRIC COMPANY
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Truly the finest in accuracy and dependability, the Universal Level-Transit is smoothly converted from a precision level to a highly accurate transit in 2 easy motions. A practical all-around builders' instrument.

Patented ball-bearing race assures perfect adjustment under the severest conditions. Telescope 12" long. 25 power, horizontal circle 4½" with Vernier to 5 minutes. Price, $130.00

EXTRAS—MODEL 3000
Detachable compass, $13.75
Stadia wires... 5.50
Extension leg tripod, 15.00

Write today for full information on Model No. 3000 . . . Also FREE booklet "How To Lay Out Building Lots.

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317 West Court St., Milwaukee 12, Wis.

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IT'S CEILING VENTILATION IN THE MODERN HOME

CEILING installed — Blo-Fan Spot Ventilators catch and rid the room of unwanted air as it rises — from kitchen, game room, bath and laundry. Because Blo-Fan combines the volume of a breeze fan with the power of a blower, it's doubly efficient — twice as effective as ordinary sidewall fans of equal size. Economical in both installation and operating costs, Blo-Fans should be included in every G.I. home.

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Los Angeles 54, California

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Whiteman Mfg. Co.
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This new Econolux is completely automatic. Night or day, year around, it furnishes plentiful domestic hot water from its double-shell outer jacket that stores 10 gallons and heats additional water almost instantaneously as it is drawn off.

Like all the other famous Johnson oil burner units, the Econolux with its 150,000 BTU output Bankheat Burner is a marvel of fuel saving efficiency that produces years of low-cost, trouble-free heating satisfaction. Ask your heating engineer, your Johnson Burner dealer, or write to us direct.

S. T. Johnson Co.
940 Arlington Ave., Oakland 8, Calif.
401 No. Broad St., Philadelphia 8, Pa.
It's a Matter of Record—
(Continued from page 87)

needed, and I asked the officials to furnish the statistics. All we got were the figures furnished by the National Housing Agency. As I said then, and I say now, I think it was a guess.

"Meanwhile, it apparently had occurred to some of our Government leaders concerned with housing that they should check the figures they were quoting so confidently. At any rate, the National Housing Agency requested the Bureau of the Census to make a sample survey of housing conditions, rents, occupancy and vacancy. The funds were provided by the National Housing Agency, and the Bureau of the Census undertook the work as an agent of the National Housing Agency.

"The results of the survey were made available to the NHA during January and February, 1946, which was prior to the debate upon that issue, and those results, gathered by a factual non-political, impartial branch of the Federal Government, were withheld from the public by the NHA.

"... Why were the results of this impartial survey withheld from the public and from Congress? They were withheld because they convincingly contradicted some of the loose statements which had been made about the dire housing emergency.

"... The 1945-46 census, which the NHA refused to make public, showed that, contrary to popular opinion, a rather drastic improvement had been made in housing conditions since 1940. The survey in question showed fewer homes in need of major repair, fewer homes lacking adequate toilet and bathing facilities, fewer homes lacking central heating or electric wiring.

"These were the facts that were withheld. They were withheld for one single and obvious reason—because they deflated the dire housing emergency which the Government housers and the public housers had built up. No one denies that there is a critical housing shortage today. We all know that, and we want to eliminate it, so that every veteran can have a decent home.

(Continued to page 154)
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and REFUSE

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Automatic Shaker-Batcher loads QUICK-AS-A-FLASH
Loads while you mix and measures as you load.

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DEALERS—The Harris Adjustable Jack will be the new standard in all industrial stores for factory, show rooms, and road construction. This is a set of three new units that will bring you profit. The price of $5.75 is well below the manufacturer's suggested list price of $15.00.

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Sound lumber is an important part of sound construction. Use only treated lumber for your buildings. ... Adds pennies to the cost—but many dollars to the value!

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Guards against mold, decay, termites—even warping and shrinking! For wood exposed to weather. Odorless and paintable.

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For decay resistance and termite prevention. For heavy timbers—and wood subjected to severe conditions or in contact with ground.

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For dimensional control of interior woodwork—millwork, paneling, trim, etc. Resists warping, swelling, checking and grain raising. Improves paintability.

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Write for new bulletin "Wood Treating Chemicals"

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Here is a new and especially usefulreference manual that can save you much trouble, time and money. It helps you avoid costly lawsuits by showing you—before you become involved—the different types of legal troubles which are likely to occur in connection with construction work.

- Because the author is both an experienced civil court and lawyer, the book is particularly thorough and understanding in its treatment of the most usual and distressing of the most common problems involved in the performance of a construction contract. For the practicing engineer, architect, contractor and owner, a perfect guide to the legal pitfalls out of which litigation grows—indicating clearly how you can eliminate similar obstacles in your own construction projects.

Just Published

Legal Phases of Construction Contracts

By I. VERNON WERBIN, Member, New York Bar

267 pages, 5½ x 8½, $2.75

In giving you the answers to legal problems arising out of construction contracts, this book shows the court precedents that have been established, and suggests the most practical and economical course of action. The material facts involved in typical cases are also provided, so that you will readily understand the significance of the courts' decisions, whether or not you have legal training or experience.

American Builder, September 1946.

(Continued from page 152)

"But we want to know what we are doing. We want to know what the great need really is. The Bureau of the Census produced the facts, and the NHA apparently concealed them, or withheld them, until after the legislation was passed."

Finally, the Director of the Bureau of the Census became concerned over the difficult position in which his branch of the government had been placed, and he commendably asked the bureau of the Budget for advice concerning the issues of the suppressed statistics. On April 12, 1946, he received a reply from the assistant director in charge of statistical standards.

The reply is a masterpiece of forthright thinking, and is included in the April 27 issue of the Congressional Record.

"... Shortly after the date of the letter," continues Wherry, referring to the reply of the assistant director, "the statistics in question began to appear as public information. The government officials knew they would have to submit them sometime after this particular challenge had been made.

"In view of these facts, it is my opinion, Mr. President, that we shall have to examine with the greatest of care any statistics or so-called facts which the National Housing Agency may place before us in the future... Those who seek to do the Nation with unnecessarily large public housing projects at the expense of the Federal Treasury, and who suppress facts and distort statistics to serve their purpose, are doing this country a great disservice. I shall welcome the day when the Senate may be able to inquire into these matters in considerable detail.

"... I wish to emphasize that it required a letter from the executive branch, from the Bureau of the Budget to one of the agencies of government, to pry loose the statistics which should have been here and available to Senators during the debate on the housing question.

"But, instead of the Senate having that information, the National Housing Agency submitted statistics which are in direct contradiction with these two reports. I ask unanimous consent to have printed in the Record the first two reports which have been released by the Department of Commerce which contradict the figures of the National Housing Agency. These figures were suppressed. ... While we appropriate millions and millions of dollars annually for the preparation and distribution of statistics which are supposed to be of service not only to Congress but to the people of the United States generally, yet they are either suppressed or turned against us in the form of propaganda."

Ingersoll Utility Unit Plant Back in Production

In the mid-August the 106-day-old strike at the Ingersoll Steel Division's Kalamazoo, Mich., plant freed from inactivity all the various components of the Ingersoll utility unit production. This will also permit rapid completion of the twelve medium and low-priced houses in Kalamazoo embracing installation of the Ingersoll units.

The houses, designed by eight nationally-known architects, were opened to public inspection after Labor Day. A detailed description of some of these houses is published in the feature section of this issue.
Why Pay High Prices
For Made-to-Order Entrance Rails?

In most instances you can use Logan STOK-RAILS (shipment from stock) and SAVE NEARLY 50%! Made of standard railing material, standard height, standard black paint. Four stock sizes. Low prices result from volume production only—no compromise on quality. Order now from your dealer, or write LOGAN CO., Inc., 420 Buchanan, Louisville 6, Ky.

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Don't Guess — Send for New Bondex Color Chart That Gives 28 Ideas

Homeowners are going for color! Cash in on this modern trend by getting the new Bondex Color Chart.

No More Grief with Second-hand Brick

If you're using second-hand brick, remember the trouble-free formula: One coat of Bondex Primer followed by one coat of Bondex Waterproof Cement Paint.

Mail the coupon below — the chart is FREE.

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The postwar building boom is in full swing and trained men are needed. Big opportunities are always for MEN WHO KNOW HOW. These books supply quick, easily understood training and handy, permanent reference information that helps solve building problems.

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proof of huge demand for All-Electric kitchens

BUILDERS everywhere were besieged with calls when Hotpoint's HERE TODAY KITCHEN program was announced June 10. One thousand complete electric kitchens, allocated especially for veterans' homes, were sold within 60 days! Calls for additional units are received daily.

This is further evidence of Hotpoint leadership in the home appliance field. And sharing benefits with prospective G. I. home owners are the builders of America. Hotpoint quality kitchens, plus both national and local publicity enhance their reputation and aid them in securing their place in the home building boom yet to come.

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A quality which recommends The "OVERHEAD DOOR" with the Miracle Wedge to owners, architects, and builders is its complete adaptability for service in any type of structure. Because of its handsome, symmetrical appearance, it is often prominently employed in architectural design. The "OVERHEAD DOOR" blends with any style of architecture. Constant ease of operation in any weather or climate is assured by expert engineering and finest materials. Include this versatile door in plans for remodeling or building!

TRACKS AND HARDWARE OF SALT SPRAY STEEL

* Any "OVERHEAD DOOR" may be manually or electrically operated. Sold and installed by Nation-Wide Sales—Installation—Service.
The day will come eventually when there will again be a normal flow of all National Builders' Hardware items to every community served by National dealers. How soon, we cannot say. In the meantime, daily shipments are being made of most items of the National Hardware line. Limited quantities are available. We suggest you see your National dealer for items now in stock.